COULD YOUR GENERATION LEAD SOCIAL INNOVATION IN THE ASIA PACIFIC REGION?

If you are a young person aged 24 and under living in Asia, join us and explore the possibilities for you to drive social change and address challenges facing young people and children across the region.
With rapid socio-economic growth, the lives of children and young people in the Asia Pacific region have drastically improved over the past few decades. Yet despite these improvements, there are still abundant pressing challenges to address. Consider:

- Close to 70% of the world’s most malnourished children live in Asia.
- 220 million youth aged 15 to 24 in Asia Pacific - of which a disproportionately large share are female - are neither studying nor working.
- Nearly 300 million youth are underemployed in low-end or dead-end jobs.
- Child marriage is disproportionately high in the Asia Pacific region and particularly in South Asia, where 30% of all 15-19 year old females are married, compared to a world average of 22%.

Tackling social issues effectively requires getting a variety of actors involved from grassroots to policy levels. With over 750 million youth living in Asia Pacific - 60% of the world’s youth in total - young people have the potential to play a major role in addressing these challenges.

Through your lived experiences as a young person, you are an expert on how issues impact you and your peers. You can offer valuable insights, perspectives, and creative ideas on how to address the challenges your communities face. We believe that you and your peers are well-positioned to drive social change in your communities and across the larger region.

Young people are already taking the lead in social innovation, successfully tackling challenges from clean water access to unemployment amongst the homeless. Universities in the region are offering social innovation as a degree, and many governments are making social entrepreneurship a priority.
In Thailand, for example, there are now an estimated 116,000 social enterprises making sustainable, positive changes in the country. In Malaysia, the government has allocated USD4.9 million for social business enterprises.

This Handbook was designed to accompany the HLM3 Youth Innovation Challenge, which runs alongside the High Level Meeting for Cooperation on Child Rights (HLM). The Challenge Handbook seeks to inspire and introduce you - young problem-solvers and aspiring changemakers - to use social innovation as a tool for change.

The Handbook highlights some of the most pressing challenges for children in the Asia Pacific region, introduces human-centered design concepts that can be used to address complex social challenges, and features successful young innovators who are creating change in their own communities.

The focal areas in this Handbook are specific to the Challenge and the Asia Pacific context. The focal areas are universal health coverage, violence against children, and social protection for families. Within these challenges are multiple opportunities for different actors to get involved in creating change.

We hope, through this document and the Challenge process, to open the door for you to better understand how these issues impact children, and realize your capacity to be agents of change.
In November, Malaysia will be organizing the third High-Level Meeting on Children Rights (HLM3). Bringing together heads of state, ministers, and senior policymakers from throughout the Asia Pacific region, this meeting will explore ways for participating countries to accelerate progress around three thematic areas: universal health coverage, social protection for families and violence against children.

Finalists of the HLM3 Asia Pacific Youth Innovation Challenge will get the chance to pitch their ideas to the 160 attendees of HLM3, including an elite judging panel of private sector leaders, government officials and policymakers. One winner from each thematic challenge will be selected and receive four months of incubation and mentoring support.

This Handbook encourages you to explore and tackle questions such as:

- How can we make nutritious food more easily accessible in public schools?
- How can we better protect children from sexual abuse and exploitation in online and digital spaces?
- How can we help parents to abandon physical punishment and adopt positive, non-violent approaches to disciplining their children?
- How can we help citizens monitor their government’s public health spending in ways that encourage responsive government action?
- How can we better educate mothers on the importance of proper early childhood nutrition, especially time spent breastfeeding?
Case Study: SoaPen

Taking the lives of 1.5 million children every year, diarrhoea is one of the leading causes of death among children under the age of five.

Designed by four fresh graduates of various nationalities, SoaPen is a hygiene and teaching tool that promotes good handwashing habits among children aged three to six. Teachers and parents may use SoaPen—a soap-crayon—to draw critical cleaning areas on a child’s hand. The child then washes off the marks and obtains the visual reward of having clean hands. The SoaPen team has also developed a companion mobile app that features innovative ways of integrating personal hygiene practices into the existing academic curriculum.

For more information, visit: http://www.soapen.com/#why

Social Innovation + Young People

In order to address multidimensional and complex social challenges such as climate change or affordable healthcare access, we must approach them with new forms of thinking and problem-solving. Social innovation can be described as a way of problem-solving for social issues, seeking to develop approaches that are more effective, sustainable, and human-centric.

Some innovations are indeed large in scale - having grown to national or global levels. But social innovation does not always have to be so large. If you’ve discovered a new, more effective way to recycle waste or prevent theft in your neighborhood - that counts as innovation too.
YOU CAN BE A SOCIAL INNOVATOR

Never before in history has it been easier for young people to take part in innovation. Developments in technology, science, and culture are making it increasingly possible for young people to create tangible interventions to social challenges. Young people can build apps, launch social businesses, fundraise for NGOs, and design lifesaving technologies for the poor. Now more than ever, young people have the resources to envision and create the change they want to see.

Think of the issues that affect and move you. What would you like to see changed? With the largest proportion of the world’s young people living in Asia Pacific, these young people have a huge opportunity to demonstrate leadership in addressing the world’s most pressing social challenges affecting children.

Case Study : We Are Siblings

If you have a younger sibling aged 13 to 15 who is currently studying at an Indonesian school, there is a 50% chance that he/she is being bullied. In 2014, five university students decided that it was time to stand up and speak out against this injustice. Winner of the Global Design for UNICEF Challenge, We Are Siblings is a youth community that tackles the problem of bullying in Indonesia. Their solution is both preventive and curative by connecting at-risk students to in-person and/or online support networks. They also have a training programme to educate students, parents and teachers about the different forms of bullying and ways to respond to such situations.

To learn more about We Are Siblings, visit: https://www.facebook.com/We-are-Siblings-1547522812153105/
Young innovators challenge traditional perceptions of young people as inexperienced and unprepared. They instead prove young people to be responsible citizens who initiate change in their communities and larger societies. Getting involved in innovation offers you an opportunity to develop valuable traits and life skills that include:

**Persistence**
You will face many obstacles and challenges when starting a new project. However, having a positive attitude and being willing to continue to re-start in the face of these obstacles allows young innovators to succeed.

**Analysis**
In order to effectively tackle a problem, social innovators must truly understand it. As important as emotional connection and persistence is, effective problem-solving also requires qualitative and quantitative research, as well as reflection and critical thinking.

**Creativity**
Generating new and novel ideas is a core component of innovation. This means interacting with the world through fresh eyes and open minds, developing ideas, and rejecting conventional boundaries.

**Purpose**
Being dedicated to a cause larger than themselves often motivates young social innovators.

**Empathy**
Relating deeply to our end-users and community gives us insights into their experiences, perspectives, and needs. This deep understanding helps us address them in appropriate ways.
One of the many problem-solving approaches that social innovators use is human-centered design (HCD), which guides social innovators from understanding a social challenge to developing a final design to address it. It is easy to think we might have solutions when looking at a problem from afar. However, without understanding context - the lives and experiences of the people we are designing for - we can easily misinterpret the problem and create ineffective designs. HCD addresses this by keeping empathy for your end-user (the person you’re designing for) at the heart of the process.

As a young person, you may not necessarily have lengthy experience working in the social sector or deep expertise around a specific issue - but HCD encourages having a “beginner’s mind”. Fresh eyes can often stimulate new perspectives to an issue, expand conceptions of what is possible, and push traditional structures. HCD offers a framework for both beginners and experts to work together, generating novel and creative ways of approaching an old problem.

<table>
<thead>
<tr>
<th>Inspiration</th>
<th>Ideation</th>
<th>Implementation</th>
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<tbody>
<tr>
<td>Description</td>
<td>You and your team brainstorm, generate creative ideas and possibilities to meaningfully address your user’s challenge</td>
<td>The best ideas from the previous stage are tested and re-tested in rough models - called prototypes. Any problems that the end-user faces in using the prototype are refined</td>
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<tr>
<td>Key Questions to be Answered</td>
<td>What are potential ways that we can address our user’s challenge?</td>
<td>How do we improve and refine our idea in the user’s context?</td>
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<td>Methods, Tools, or Frameworks to Use</td>
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<tr>
<td>• Interviews</td>
<td>• Brainstorming sessions</td>
<td>• Model (a 3D representation of your idea)</td>
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<tr>
<td>• Observation</td>
<td>• Sprints (a five-day process to design, prototype, and test ideas)</td>
<td>• Mock-up (a paper version of a digital tool)</td>
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<td>• Community immersion</td>
<td>• User journey (map that illustrates the end-user’s experience with the challenge)</td>
<td>• Role play</td>
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<td>• Personal diaries</td>
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<td>• Diagram (map the structure, journey, or experience of the new product or service)</td>
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<td>• Photo essays</td>
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<td>Outcome</td>
<td>Potential service/product ideas</td>
<td>Refined prototype (quick, rough, and cheap models to test and fix your design)</td>
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<tr>
<td>Based on research insights, a final design challenge e.g a question that addresses who you’re designing for and what challenge they’re facing</td>
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UNICEF DESIGN PRINCIPLES

Design principles guide us in designing for our end-users - in this case, children, their families, and other young people like yourself. In this Handbook we refer to UNICEF’s “Principles for Innovation and Technology in Development. These principles are not set in stone, but rather can be thought of as best practices that can inform the design of user-centered social development projects or programs.

- DESIGN WITH USER
- BUILD FOR SUSTAINABILITY
- REUSE AND IMPROVE
- UNDERSTANDING THE EXISTING ECOSYSTEM
- BE DATA DRIVEN
- DO NO HARM
- DESIGN FOR SCALE
- USE OPEN STANDARDS, OPEN DATA, OPEN SOURCE AND OPEN INNOVATION
- BE COLLABORATIVE
**DESIGN WITH USER**
- Develop context appropriate solutions informed by user needs.
- Include all user groups in planning, development, implementation and assessment.
- Develop projects in an incremental and iterative manner.
- Design solutions that learn from and enhance existing workflows and plan for organizational adaptation.
- Ensure solutions are sensitive to, and useful for, the most marginalized populations: women, children, those with disabilities, and those affected by conflict and disaster.

**UNDERSTANDING THE EXISTING ECOSYSTEM**
- Participate in networks and communities of like-minded practitioners.
- Align to existing technological, legal, and regulatory policies.

**DESIGN FOR SCALE**
- Use, modify and extend existing tools, platforms, and frameworks when possible.
- Develop in modular ways, favoring approaches that are interoperable over those that are monolithic by design.

**BUILD FOR SUSTAINABILITY**
- Plan for sustainability from the start, including planning for long-term financial health, i.e. assessing total cost of ownership.
- Utilize and invest in local communities and developers by default and help catalyze their growth.
- Engage with local governments to ensure integration into national strategy and identify high-level government advocates.

**BE DATA DRIVEN**
- Design projects so that impact can be measured at discrete milestones with a focus on outcomes rather than outputs.
- Evaluate innovative solutions and areas where there are gaps in data and evidence.
- Use real-time information to monitor and inform management decisions at all levels.
- When possible, leverage data as a by-product of user actions and transactions for assessments.

**USE OPEN STANDARDS, OPEN DATA, OPEN SOURCE AND OPEN INNOVATION**
- Adopt and expand existing open standards.
- Use open data and functionalities and expose them in documented APIs (Application Programming Interfaces) where use by a larger community is possible.
- Invest in software as a public good.
- Develop software to be open source by default with the code made available in public repositories and supported through developer communities.

**REUSE AND IMPROVE**
- Design for scale from the start, and assess and mitigate dependencies that might limit ability to scale.
- Employ a “systems” approach to design, considering implications of design beyond an immediate project.
- Be replicable and customizable in other countries and contexts.
- Demonstrate impact before scaling a solution.
- Analyze all technology choices through the lens of national and regional scale.
- Factor in partnerships from the beginning and start early negotiations.

**DO NO HARM**
- Assess and mitigate risks to the security of users and their data.
- Consider the context and needs for privacy of personally identifiable information when designing solutions and mitigate accordingly.
- Ensure equity and fairness in co-creation, and protect the best interests of the end-users.

**BE COLLABORATIVE**
- Engage diverse expertise across disciplines and industries at all stages.
- Work across sector silos to create coordinated and more holistic approaches.
- Document work, results, processes and best practices and share them widely.
- Publish materials under a Creative Commons license by default, with strong rationale if another licensing approach is taken.
- When possible, leverage data as a by-product of user actions and transactions for assessments.

Guidelines can also be obtained from: http://www.unicefstories.org/principles/
UNIVERSAL
HEALTH COVERAGE

What is it?

Many health systems fail to respond to the needs of the poorest and most marginalised children and families. High direct or indirect health costs exclude the poor from receiving services that could save or improve their lives, or drives them further into poverty. For example, consider a child born in an extremely rural and difficult-to-reach community, where the household cannot afford the transport costs to access a hospital. If the child contracts a serious illness or disease, the family either is unable to afford treatment and the child may face the risk of death, or the family may risk financial catastrophe while pursuing treatment.

The vision of universal health coverage (UHC) is that all people are able to obtain the health services that they need, regardless of their ability to pay. UHC considers the accessibility and affordability of all components of the health system: health service delivery systems, health workforce, health facilities or communications networks, health technologies, information systems, quality assurance mechanisms, governance and legislation.

Who does it affect?

UHC affects all segments of the population, but particularly eases the financial burden of the poor. In many countries in the Asia Pacific region, out-of-pocket spending (expenses for medical care that aren’t reimbursed by insurance) is common and puts significant financial stress on poor families. According to the World Health Organization, 40% of private expenditure on health is out-of-pocket in Western Pacific Asia, and over 60% in Southeast Asia. Out-of-pocket spending is particularly high in Bangladesh, Cambodia, China, India and Vietnam. Households in Cambodia spend 5.6% of their overall monthly budget on health expenses, one of the highest proportions in the region, pushing 4% of households below the poverty line.

How does UHC impact children?

According to Save the Children, more equitable health coverage could save the lives of over 1.8 million children globally. Indeed, the situation of child health and survival in Asia Pacific calls for more equitable health coverage. Children born in the poorest 20 per cent of households are more likely to die of preventable diseases than children in the wealthiest 20 per cent. This inequality is further exacerbated by gender disparities, where women and girls are discriminated against in terms of access to basic health services. In 2010, 7.6 million children worldwide died before their fifth birthday, and one third of these deaths (2.6 million) occurred in the Asia Pacific region. Of the six countries accounting for half of all deaths of children under age five worldwide, three are in the Asia Pacific region: China, India and Pakistan.

What is the Economic Impact?

When a country’s citizens are sick and unhealthy, they are also an economic burden to their families, health systems and the societies they live in. Sick workers are not as productive, leading households to remain in poverty. Households are forced to spend on medical services, as opposed to education or income-generating activities. Consequently, the earning potential of households is greatly reduced, affecting the national economy. In fact, globally, one of the main causes of impoverishment is medical and health related costs. It is estimated that 100 million households fall into poverty every year as a result of medical and health expenses.

But government investment can yield positive returns. According to a study by Victoria University in Melbourne in six Asian countries, every dollar spent on key interventions for reproductive, maternal, newborn and child health, could generate about USD$ 20 in benefits.
VIOLENCE AGAINST CHILDREN

What is it?

Children can experience violence at the hands of different people in a variety of contexts: from caregivers at home, teachers at school, employers at work, peers in the community, as well as through legal institutions. A father with a disciplinarian parenting style may hit his son with a cane every time his son does not perform in school, for example. Alternatively, a child may work at a restaurant to support her financially struggling family, and receive verbal insults daily from her employer.

Violence against children is defined in Article 19 of the Convention on the Rights of the Child (CRC), as “all forms of physical or mental violence, injury or abuse, neglect or negligent treatment, maltreatment or exploitation, including sexual abuse, while in the care of parent(s), legal guardian(s) or any other person who has the care of the child.” Violence can take on different forms. For example, it can be emotional (verbal abuse and psychological neglect), physical (corporal punishment and beating), or sexual (inappropriate touching and molestation).

Who does it affect?

Violence against children is a prevalent problem across Asia Pacific - recent estimates show that 64% of all children in Asia aged 2 to 17 years old witness or experience physical violence, emotional violence, sexual violence, and bullying.

The following statistics give some idea of the range and scale of violence against children in the region:

- Sexual abuse rates range from 11-22% for girls and 3-16% for boys.
- Children witnessing violence between their parents or caregivers at some point in their childhood range from 12-32%.
- Child labour, including forced labour and sex trafficking, involves near to 1 of every 10 children in the region. Violence may be used to coerce children to work, or punish or control them within the workplace.

How does violence impact children?

Many negative health and wellbeing outcomes are directly attributable to violence experienced as a child. Both emotional and physical violence against children can often lead to anxiety and depression, self-harm, suicidal thoughts and attempts, problem drinking and illicit drug use, as well as early smoking initiation. In fact, one third to one half of early smoking initiation in Asia Pacific is linked to the user having experienced child physical abuse. Physical health consequences of violence include sexually transmitted infections, physical injury or disability, reduced health-related quality of life, and other health risks. Victims of violence are also more likely to continue to be exposed to further violence, or be perpetrators themselves. At school and work, these impacts may translate into loss of motivation, low performance, non-attendance, or dropping out.
Economic impact

Regionally, violence against children has a staggering economic impact. Children who experience violence turn to health, social, and judicial services provided by the state, resulting in higher government expenditures in these areas. Further, due to the harmful mental and physical affects of violence, a child’s performance or productivity as a worker is likely to fall.\textsuperscript{21}

According to a 2014 study of violence in East Asia and the Pacific, the total cost of violence against children is USD$ 194 billion - close to over 2% of the region’s GDP. This includes costs for emotional violence (USD$ 48.5 billion), physical violence (USD$ 20.7 billion) sexual violence (USD$ 42.9 billion), neglect (USD$ 17.1 billion), witnessing domestic violence (USD$ 21.1 billion) and death from maltreatment (USD$ 0.3 billion).\textsuperscript{22} Preventing violence against children is a key step in improving the health and well-being of those living in the region.

Opportunities for change

Violence is a prevalent problem, with damaging risks and consequences. But the different forms of violence share similar protection and prevention opportunities. Underlying all forms of violence is the absence of safe, stable, and nurturing relationships and environments. Creating these types of conditions are necessary to ensure that children grow up in a violence-free context.
SOCIAL PROTECTION

What is it?

Often, poverty is difficult to escape because the poor are excluded from accessing services and opportunities. For example, a poor farmer in Laos may not qualify for formal banking services - meaning that he cannot invest in expanding land or livestock ownership, and struggles to support his children. Alternatively, a child in Bangladesh may suffer from significant health problems - but because treatment is so unaffordable, she remains sick and cannot go to school.

Social protection is a set of comprehensive policies and public actions that remove barriers to service access, contribute to a fairer distribution of benefits, and seek to reach those who are most vulnerable and marginalised. Countries with strong protective policies remove barriers and increase access to services such as health, education, and nutrition for those who have been traditionally excluded.

Who does it affect?

Social protection programs benefit those who are socially excluded and face barriers to accessing basic services, benefits, and opportunities. This includes, for example, communities that live in isolated and difficult-to-reach communities, households who are affected by HIV and poverty, and cultural groups that have been historically discriminated against.

How does it impact children?

Children faces the greatest risks and vulnerabilities associated with social exclusion and inequality, as they are dependent on their caretakers. They have fewer options to change their circumstances, and are victims of inequality. Inequality acutely affects children and causes significant obstacles to good health, education, and nutrition outcomes.

Examples of social protection programs include:

- Cash transfer programmes that provide households with additional income. This may help families to directly invest in the well-being and development of their children, or invest in their own entrepreneurial endeavours.
- Legal and policy reforms that address discrimination and unfair treatment towards women and children, ensuring that they receive equal access to services
- Fee exemptions for pregnant women to access maternal care services, enabling greater access to health coverage for pregnant women and reducing maternal mortality rates
Components of social policy

- Social transfers: Predictable direct transfers to individuals or households, both in-kind and in cash, to protect them from the impacts of shocks and support the accumulation of human, financial and productive assets. Examples: cash transfers, in-kind transfers, public works.
- Programmes to ensure access to services: Programmes that reduce economic and social barriers households face when accessing social services. Examples: User fee abolition, health insurance, birth registration.
- Social support and care services: A range of services that help identify and reduce vulnerability and exclusion, particularly at the child and household level, to improve people’s capacity to overcome shocks and strains, and link them to existing programmes and services. Examples: family support services, home-based care.
- Legislation and policy reform: Changes to policies and legislation in order to remove inequalities in access to services or livelihoods/economic opportunities, thereby helping address issues of discrimination. Examples: maternity and paternity leave, inheritance rights, employment guarantee schemes.

Economic impact

Social protection policies yield strong positive benefits for the larger economy by enabling recipients to increase their engagement in labour markets, make investments, and increase household income and spending - thus stimulating demand in local markets and reducing poverty. Consider these impacts:

- Recipients of Brazil’s Bolsa Familia were found to have higher rates of labour market participation than comparable non-participants, with larger effects among women.
- In South Africa, a child who receives the Child Support Grant during the critical development window gains in monthly wages by 5–7 per cent.
- In Mexico, participating children in the Oportunidades conditional cash transfer programme earns 8 per cent higher earnings due to additional years of schooling as a consequence of the programme.
- An emergency cash transfer programme in Malawi showed that for every dollar spent, more than two were generated through increased production and added value to products.

Due to positive impacts on a child and household’s nutrition, education, protection, and more, social protection benefits individual households and the national economy at large.
Social accountability/access to affordable health services

Women and children often do not receive the health services they need due to lack of personal finances. Without savings accounts or assets, relatively minor healthcare costs can plunge already-poor families into even deeper cycles of poverty.

Women and children, in particular, need to access a wide range of preventive and curative health services throughout their lives—从 safe pregnancy services, to immunisations, to treatments for infectious diseases (e.g. malaria and HIV) and non-communicable diseases (e.g. diabetes, mental health and cancer). If people have to pay directly for these services out of their own pockets, then the poorest members of society are unable to access the potentially life-saving services they need.

CHALLENGE QUESTIONS:

- How can young people play a role in encouraging and influencing governments to create and finance health systems where even the most marginalised and disadvantaged women and children get the health coverage they need?
- How can we help citizens monitor their government’s public health spending in ways that encourage responsive government action?
- How can we help families share feedback and opinions on the quality of health services that they receive?
Violent Against Children

Bullying

Bullying threatens the learning opportunities and positive development of children throughout the Asia Pacific region.

In most countries, children spend the majority of their days in school. However, for many children, schools are sites of violence. A recent study by the World Health Organisation found that, typically, 1 in 3 boys and girls in the region were bullied during one or more days last month. Many of these children will experience bullying again and again throughout their school years.26

Though often hidden, the effects of bullying are far-reaching. Bullying destroys childhoods. It causes anxiety and depression, and reduces academic motivation and achievement. Linked to lowered classroom attendance and participation, bullying restricts children’s learning and future opportunities.

Too often, bullying becomes a learned behavior or ‘social norm’: children bully their peers because they see others doing so, and wish to be part of the group. Given the lasting damage caused by bullying, actions that respond to bullying when it occurs are not enough – prevention is also urgently needed.

CHALLENGE QUESTIONS:

- How can we better equip teachers and students to intervene when they witness bullying in their classrooms or schoolyards?
- How can schools and young people actively discourage bullying on social media?
- How can we change perceptions among students so that bullying is recognised as destructive instead of ‘cool’?

Violent Discipline

Violent discipline - in the form of corporal punishment or verbal abuse - has a negative effect on a child’s development and well-being that can continue into adulthood.

According to UNICEF global databases, 3 out of 4 children throughout the Asia Pacific region experience violent discipline in their homes and classrooms.27 Not only is this an ineffective means of correcting behaviour, it is also linked to academic problems and mental disorders amongst children and increased use of violence and criminality in adults. While most adults in the region do not think that physical punishment is a necessary form of punishment, the vast majority of parents nevertheless continue the practice today.

CHALLENGE QUESTIONS:

- How can we help parents to abandon physical punishment and adopt positive, non-violent approaches to disciplining their children?
- How can we change perceptions amongst parents so that physical punishment is seen as socially unacceptable?
- How can we renew and strengthen positive attachments between parents and their teenage children?
Sexual Violence

Throughout the Asia Pacific region, sexual violence is a common childhood experience and survivors may suffer from a range of lasting psychological, emotional, and physical effects.

Despite its prevalence, sexual violence is shrouded in secrecy. Very few incidents are ever reported or disclosed. Widely experienced by both boys and girls, these violent acts are most often committed by people that are well known to them: family members, neighbors, friends, and/or romantic partners.

Identifying, rejecting and/or reporting unwanted sexual advances—particularly in environments where men may feel that sex is an entitlement, an expression of power or a marker of masculinity—can be extremely difficult. In many cultures, discussing the subject of sex remains taboo and victims of sexual violence often feel too ashamed to speak out about it, especially when the victims are boys.

CHALLENGE QUESTIONS:

- How can we empower girls and boys to feel confident enough to say no to unwanted sexual advances?
- How might we help parents teach their children the difference between touching that is acceptable, and touching that is not acceptable?
- How can we support adults to challenge each other when they see inappropriate behaviors?
SOCIAL PROTECTION

Investing in Cognitive Capital

Over the last two decades, economic growth has substantially reduced severe poverty in most Asian and Pacific countries. But increased wealth has also led to inequality and deprivation, particularly for children. Investments in children, especially during their earliest years, are critical – proven to strengthen their cognitive ability, health and development, and so lead to increased economic productivity for countries. Yet despite this, investment in early childhood development and learning across Asia Pacific remains low.

CHALLENGE QUESTIONS:

• How can we help children access pre-school centres in their communities?
• How can we help families better connect to supportive networks and services in their communities?
• How can we encourage new parents to identify and adopt positive parenting behaviours and activities?

Nutrition

Children deprived of good nutrition, health coverage, and education lack the future opportunities to share fully in the social and economic life of their communities and nations.

The first thousand days of a child’s life represents a critical window for nutritional and behavioural interventions, as children experience rapid physical and mental growth during this period. Without proper nourishment, children are more vulnerable to infections or developing diabetes and other non-communicable diseases associated with obesity. They fall sick more often and take a longer time to recover—creating healthcare expenses that are often unaffordable for families. In schools, malnutrition—whether in the form of undernutrition or obesity—limits a child’s learning potential and opportunities by lowering attendance and making classroom concentration difficult. These effects continue into adulthood, reducing productivity at work and, along with it, potential ‘earning power’.

Challenge Questions:

• How can we better educate mothers on the importance of proper early childhood nutrition, especially time spent breastfeeding?
• How can we make nutritious food more easily accessible in public schools?
• How can we help children encourage healthier eating habits in their own homes?

Aging Populations

As Asia Pacific’s population ages, the burden of care will fall on the younger generation—leading to a fall in productivity and increased poverty for already disadvantaged and marginalised groups.

In families that are unable to afford or access supportive services, one or more parents may be forced out of the workplace to care for elderly relatives or to frequently withdraw their children from school to do the same. Over the long-term, these decreased household income, education, and employment opportunities will lead to reduced national productivity and economic stagnation.

Challenge Questions:

• How can families be supported to access available services to help care for their elderly?
• How can elderly care services be financed and provided so that work and school life is not disrupted due to the burden of care?
• How might technology contribute to improving the quality of life for elderly family members?
WHERE DO WE GO FROM HERE?

Social innovation can offer new approaches to effectively tackle complex social challenges. Changemakers and social innovators can better understand problems and their underlying causes, build empathy towards those who are facing these challenges, brainstorm ways of addressing these challenges, and prototype ideas into useful products and services.

We hope that the Handbook’s discussion on the problems faced by children will inspire you to join the HLM3 Youth Innovation Challenge. As young people, you are invited to take up the challenge to improve your communities—not only for yourselves but for the next generation of children.

Here’s what to do next:

• Enter the HLM3 Challenge website at www.hlm3challenge.com
• Check if your country is participating in the Challenge
• If it is, sign up for the Challenge through the website before September 4, 2016

If your country isn’t participating, don’t worry. There are still ways for you to be involved in innovation:

• Find a local NGO or innovation lab near you, and contact them to see if there are ways you can help, volunteer, or collaborate together
• Join the global community of innovators addressing critical social challenges: http://www.causetech.net/
• Apply to the Global Innovation Fund to transform your ideas into impact: http://www.globalinnovation.fund/
• Follow our work on Twitter: @UNICEFinnovate
WORK CITED

UNICEF

UNDP

UNFPA

Unleashing Youth in Asia

Themalaymailonline

IDEO

ADB

Rockefellerfoundation

Rockefellerfoundation

Savethechildren

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WHO

UNICEF
THANK YOU

This Handbook is the result of research, insights and reviews of many people. We would like to thank all the experts, community members, and friends for their contributions to this Handbook.