

U N IN RUSSIA

Translating economic growth into sustainable human development with human rights

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**The Environmental Film Festival H2O
was organized in Moscow on the eve
of International Environment Day / 12**

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"It is very convenient now. The doctors are very good and responsive. Everybody says our health care is better than the services in the city. Now everything is modern and more accessible," comments Svetlana, mother of a small patient, about the general practice office in the rural area of Chuvash Republic

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The first thing to do, the Federal Centre for AIDS Director, Academician Vadim Pokrovsky says, is to increase by at least 30 times the expenses for the prevention. The United States or Western and Northern Europe spend about three Euros per person on that. We spend 3 roubles per person

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From 27 to 29 September 2010, participants from 193 member-states of UNESCO will gather in Moscow at the first World Conference on Early Childhood Care and Education. The Russian Federation and Moscow are ready to share best practices with other member-states

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UN Secretary-General's Message on World Environment Day

Biodiversity, the incredible variety of life on Earth that sustains us, is in peril. Species are becoming extinct at the fastest rate ever recorded. Most of these extinctions are tied to human activities that are polluting and depleting water resources, changing and degrading habitats and altering the global climate. From frogs to gorillas, from huge plants to tiny insects, thousands of species are in jeopardy.

The theme of this year's World Environment Day, 'Many Species. One Planet. One Future', echoes the call of the International Year of Biodiversity to stop this mass extinction and raise awareness about the vital importance of the millions of species that inhabit our planet's soils, forests, oceans, coral reefs and mountains. Our health, well-being and sustainable future depend on this intricate, delicate web of ecosystems and life.

The global host of the 2010 World Environment Day celebration is Rwanda. This small country in the Great Lakes region of Africa is rapidly earning a reputation as a green pioneer. Home to 52



threatened species, including the rare mountain gorilla, Rwanda is showing how environmental sustainability can be woven into the fabric of a country's economic growth. Despite its many challenges, including poverty and widespread land degradation, the 'land of a thousand hills' is working to reforest, embrace renewable energies, pursue sustainable agriculture and develop a green vision for the future.

This year, Kigali will be the heartbeat of a global, multicultural, intergenerational celebration of our planet, its millions of species and the countless ways in which life on Earth is interconnected. On World Environment Day, I appeal to

everyone – from Kigali to Canberra, from Kuala Lumpur to Quito – to help us sound the alarm. Get involved, speak out. Learn and teach others. Show leadership and help clean up. Reconnect with nature, our life force. Together, we can develop a new vision for biodiversity: Many Species. One Planet. One Future.

5 June 2010

Ban Ki-moon

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World Bank

Society

Visiting a Doctor? With Pleasure!

“We will provide people with quality and affordable medicines and also the latest technology for preventing and treating diseases, especially the diseases that are major health threats and causes of death in our country.” (From Presidential Address to the Federal Assembly of the Russian Federation, November 12, 2009)



assistance to two regions southeast of Moscow, the Chuvash Republic and the Voronezh Oblast. These efforts at the regional level were supported by policies and initiatives at the federal level. Policy and institutional instruments were developed to support the redesign of regional health systems; investments were made to improve infrastructure and equipment; and the incentives framework for health care providers was adjusted to encourage improvements in the delivery of health services.

While Russia has made a remarkable progress in many respects since the economic crisis of the late 1990s, it will hardly realise its full potential without improving the health of its population and restructuring its health care system.

Over the period of 2003-2008, the Russian Ministry of Health and Social Development, supported by World Bank, launched the pilot Health Reform Implementation Project (HRIP) to provide financial resources and technical

The goal of these reforms, as noted by **Patricio Marquez, World Bank Lead Specialist and Team Leader of the Project**, was “to support efforts to deal with the fragmentation and poor quality of services, shift the balance of care provided from hospitals to outpatient services at the primary level, introduce evidence-based standards for the training of personnel and the delivery of medical care, and adopt measures to ensure continuity of funding and to create incentives for high quality and efficient services to better respond to the needs of the population.”



Patricio Marquez

More people have access to general practitioners: from 13 percent to 65 percent in Chuvashia and from 3 percent to 30 percent in Voronezh.

The results achieved in the two regions are promising and provide clear evidence that health reform, while technically and politically complex across the world, is indeed possible in the Russian Federation. For example, in both regions, outpatient facility capacity has grown slightly, while the number of general practices has grown impressively. Financing mechanisms have evolved in such a way that the volume of funds allocated for health care from the federal, regional and local budgets has nearly doubled. Perhaps more importantly, spending on primary health care, as opposed to specialty care, has risen impressively. After a new training the percentage of the population with access to general practitioners has risen to approximately 65 percent in 2008 from 13 percent in 2003 in the Chuvash Republic, and to close to 30 percent from 3 percent in Voronezh, accordingly.



Other structural reforms, such as transforming some hospitals into long-term care units or general practice (GP) facilities with urgent care units, have helped rationalize excess hospital infrastructure and bed capacity. This has been particularly important for improving the accessibility of health services to the rural population and the elderly. These reforms, coupled with innovative approaches to health services delivery, such as the establishment of day care centers for outpatient surgery, diagnostic, and other services, helped reduce unnecessary and costly 24-hour beds by 18 percent in the Chuvash Republic, and by 24 percent in Voronezh over 2003-2008. The introduction of modern diagnostic and treatment technologies, and the streamlining of the delivery of health services helped reduce the average length of stay in both regions below the average 13.8 days across Russia.

Ambulance waiting time reduced from 21 minutes to 13.5 minutes in Chuvashia, and to 15 minutes in Voronezh.



The improved response capacity of the emergency medical services ensures that the regional health systems deal in a timely manner with heart attacks, strokes, road traffic injuries, and other conditions that require immediate care to prevent unnecessary deaths and lasting disabilities. With the replacement and modernization of the ambulance fleet, the establishment of a centralized ambu-

lance dispatcher centers and improved communication systems between ambulances and health facilities, including the use of global positioning systems (GPS), as well as training of medical staff and paramedics in advance and basic life support systems, the waiting time for an ambulance to arrive at the scene of a medical emergency has reduced in the Chuvash Republic from 20.9 minutes in 2006 to 13.5 minutes in 2008. Similarly, in 2008 in Voronezh, in 83 percent of emergencies ambulance teams arrived within 15 minutes (the average response time in Russia is 25 minutes).



Elizaveta Vladimirovna says that the new GP office in their village has changed her life for the better. "Most of villagers visit our doctors with pleasure — they are so responsive and friendly," she adds

"I have always said that we were lucky, when in 2002, the Russian Ministry of Health selected the Chuvash Republic as a pilot region under the Health Reform Implementation Project. I think that year was crucial: we were exposed to a wealth of knowledge on health reform in other countries, got a chance to see which international experience fits our conditions better and in the end, managed to come up with a comprehensive plan for the reform, which ultimately produced noticeable positive outcomes. The tremendous value of the World Bank's engagement is the fact that it introduced us to the international experience in reforming regional health systems," emphasizes Mrs. Nina Suslonova, Prime Minister of the Chuvash Republic, former Minister of Health and Social Development.

The development of regional health accounts is helping monitor the financial flows within the health system, and the introduction of provider payment methods is encouraging better provider performance, particularly at the primary care level. Quality assurance systems and about 500 standards and guidelines were developed to guide the efficient and appropriate use of new diagnostic equipment, and delivery of effective services. To sustain these reforms over the medium term, substantial investments were allocated for developing human resources in the health system as a whole. Both regions have introduced dedicated training programs for general practitioners and nurses and have also outsourced training from leading centers in Russia. In addition to retraining doctors and nurses working in primary care facilities, continuing professional development programmes have been introduced to update the knowledge and skill base of health personnel. Managerial capacity has been strengthened in both regions at all levels of the system through personnel

training to implement the reforms and sustain change.

Patient satisfaction has increased in both pilot regions, and the reforms in the health system have contributed to the improvement of health conditions as measured by several indicators.

“It is very convenient now. After the GP Office has been opened, coming here has become more convenient and pleasant. The doctors are very good and responsive. Everybody says our health care is better than the services in the city. We always used to go to the city which was difficult and far. And now everything is modern and more accessible,” comments Svetlana, mother of a small patient, about the GP office in the rural area of the Chuvash Republic.



Please meet: here they are, the concerted GP team

The achievements in the Chuvash Republic and Voronezh Oblast demonstrate that it is possible to restructure regional health systems to address the public health challenges faced by the Russian Federation. The experience in both regions provides a much needed evi-

dence to continue regional health system strengthening efforts in other regions of the country.

“The key to success of the project was a convergence of leadership and partnerships - developing strong part-

nerships between all the players involved and developing a common understanding of what could be done to improve the delivery of health care,” concluded Mary Collins, Former Manager of WHO Health Policy and Stewardship Programme in Russia and Resident Advisor for the Canadian/Chuvash Health Reform Project.

“The introduction of in-patient care substitution technologies in the work of out-patient and polyclinic services resulted in the increase of beds in day hospitals by 9 percent in 2006-2007 (from 187.7 to 206.2 thousand respectively), availability of beds in day hospitals - by 43 percent (from 13.9 to 14.5 per 10,000 population), as well as the level of hospital admissions by 5.5 percent (from 3.6 to 3.8 per 100 population respectively; e.g. 2.6 in 2003)” (Draft “Concept of the Health Care System Development in the Russian Federation till 2020”)

World Bank

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People

A New Life for Grisha

Grisha was looking forward to 1st September, his first day at school. He was trying to imagine himself going to school: carrying a schoolbag and giving flowers to his first school teacher. Indeed, all happened the way he had imagined, but the holiday time was soon replaced by the daily school routine.

It soon became obvious that the thing Grisha’s parents had feared most when he was still attending kindergarten, was coming true: Grisha was finding it extremely difficult to cope with his school studies along with his peers. He was afraid of large groups of children, got tired easily and could not concentrate on the tasks at hand, which made him feel increasingly nervous. Grisha started crying and shouting

loudly, making life unbearable during school lessons both for himself and his classmates.

Doctors diagnosed the boy’s condition as psychoneurosis or a neurotic disorder. At the end of the first school term, the boy had to shift to home schooling. Since then, Grisha has stayed mostly at home and has become increasingly distant from his peers. At the same time, he

studies with pleasure, but needs a different pace and a special teaching approach taking into account his special needs.

All Children have the Right to Learn Together

Since 2009, Petrozavodsk School No 34, to which Grisha is assigned, has participated in the UNICEF project on inclusive education supported by the Ministry of Education of the Republic of Karelia.

Through the project, school teachers received professional re-training on issues concerning the specifics of inclusive education approaches, which enable children with disabilities and their 'healthy' peers study together. At the same time, it was necessary to explain nuances and advantages of inclusive education to children with special needs, their peers as well as their parents.

“When attending an inclusive school, children both gain knowledge in various subjects and become aware a life in a community. For children with disabilities, this is practically the only opportunity to socialize,” noted the school principal, Natalia Antonova. “Inclusive teaching requires educators to use innovative and organized methods that optimize the learning process for both children with disabilities and those without them.”

“Lessons of Kindness”

A regular class is in progress at School No 34. A teacher asks a question, and Sasha, a second grade student, raises his hand immediately.

“Sometimes children with disabilities are capable of achieving more than healthy people!” he says proudly. This phrase sounds improbable from the lips of an eight-year-old boy.

Now Kirill raises his hand. “Disabled children can play, make friends and communicate with us!”

“For example, we can help them use the stairs,” this time, it is Masha, another classmate of Sasha’s, who is making a comment.

“Lessons of kindness” are held every week at this school as part of the UNICEF project to build children’s awareness about disability issues. During these lessons, a teacher explains that although all children are different, they can communicate, play together, make friends, and attend the same school. The explanation is provided in a form of a game, which is easy to comprehend.

Thanks to such lessons children easily accept the fact that there are other children who are different from them,

and they become accustomed to each other’s peculiarities.

Back to Future

Grisha, the boy we spoke about at the beginning of this story, was very lucky. When the UNICEF project on inclusive education started at school No 34, the school principal told Grisha’s mother to bring her son back to school. Teachers, together with Grisha and his family, developed an individual education plan, taking into account his special needs and abilities. For example, Grisha likes history a lot, while natural sciences are more difficult for him to learn. It took him some time to fully adapt to his ‘new’ school environment. During this period, the teachers have been giving Grisha individual lessons, gradually introducing him to the school community and familiarizing him with school procedures.

“We are so happy,” Grisha’s mother said. “It’s a great pleasure for Grisha to go to school and communicate with his peers. We were invited to a school concert recently. There were so many people there, the music was playing loudly. In the past, such atmosphere would have frightened Grisha. I thought that he would get tired quickly and start pleading that I take him back home. However, he stayed till the very end of the concert, laughing and applauding the performers together with the others. I see it as a great progress!”

The teachers hope that fairly soon, Grisha will be able to attend some regular classes together with other children.

So far, there are only a few ‘special’ students (that’s how teachers call them) like Grisha, who are able to participate in the project. In addition to plans for teachers training and advocacy, the project is working on making the school environment more physically accessible with the installation of ramps and refitting of the toilet rooms. With these improvements to the school premises, children in wheelchairs and with more severe mobility impairments will also be able to attend school No 34, making it truly accessible to everyone.



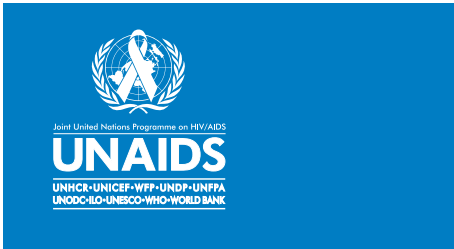
The new Grisha’s life gives new hopes to his mother

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Opinion

Academician Pokrovsky: HIV/AIDS Threatens Russia's Security



UN in Russia bulletin offers an article by Academician Vadim Pokrovsky, Director of the Federal AIDS Centre, in which he focuses on the situation with HIV/AIDS in Russia, indicates the obstacles on the way to its improvement and gives his view on how to change it for the better.



that in some countries, there is a decrease in the number of people infected with HIV. Unfortunately, this means that many have died. In the Russian Federation, we have 160 new registered cases of HIV infection every day. Let's compare this with the swine flu. So much has been said about it in the national mass media, while we have a very serious situation with HIV infection. Out of over 500,000 registered people, living with HIV (PLHIV), 75,000 have died. The number of deaths from AIDS in the country amounts to dozens a day.

When an HIV infection case is recorded, emergency notices must be sent immediately to the Sanitary Epidemiological Service and AIDS Centres. AIDS Centres should send them to us. It is not always urgent, but we get information about each case. Only those who have been screened for HIV infection are registered. And how many have never done an HIV test? In fact, it is very difficult to calculate. There are several methods of calculation based on risk groups, the percentage of the surveyed population, etc. This discrepancy in the estimates is quite high and may reach 400,000 - 500,000 cases. It is mainly young people - they are

often infected through sexual transmission and drug use. They visit hospitals rarely, so the likelihood that of testing among them is lower than in the elderly population. One of the problems is counting the number of drug users. Discrepancies in figures are very high: from one to four million. This fourfold difference strongly affects the discrepancies in the total number of people infected with HIV.

Drugs and HIV

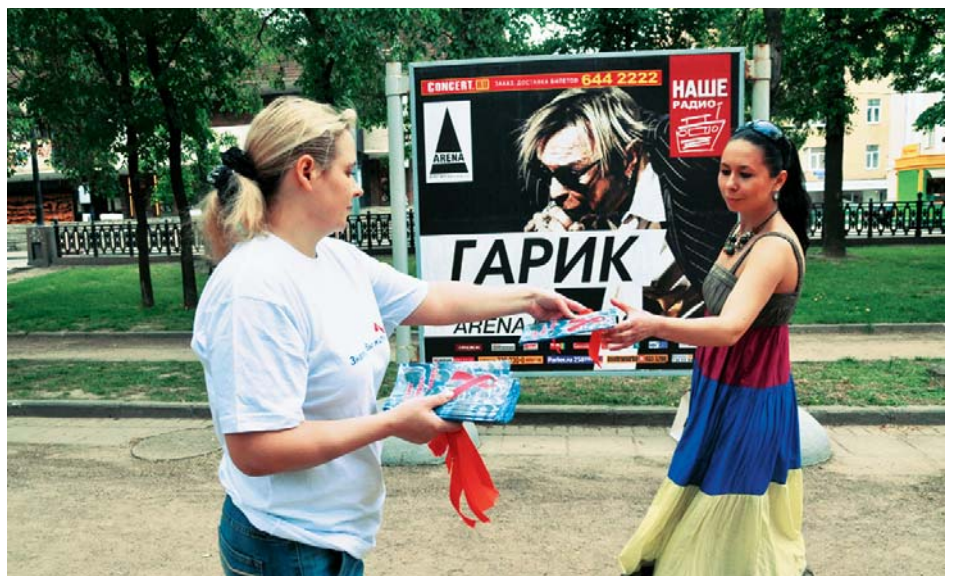
We know that HIV is transmitted in a very limited number of ways. The risk of getting the infection from a regular sexual partner within a year is only about 30-40 percent. The fact is that HIV is not so easily transmitted even through a sexual intercourse. All rumours that HIV infection is transmitted through air, over the railing on the subway, etc. are all elements of various phobias.

For our country the most difficult problem is drug use. In Europe, only in Spain and Italy, the majority of PLHIV were infected through drug use. We have lived through 'revolutions' and changes in the country and society for the past two decades. Selling drugs has become a very

Facts

The HIV situation in Russia is extremely unfavourable. There has been some improvement at the global level, but I would not call it very significant. That is, for example, in 2009, 900,000 new cases of the infection were registered compared to one million in 2008. I would say, that this is a trend towards improvement. Unfortunately, in Russia, there is a tendency to deterioration at approximately the same scale. While in 2007 there were 49,000 new cases, in 2008 we had 54,000. This is an obvious deterioration. Ten percent of 40,000 is 4,000, of 50,000 - 5,000; so there is an increase in absolute terms too. This is a serious problem, and our country has not managed to stop the growth of the disease.

What is the HIV infection? If a person gets the infection, it cannot be cured. There have been no reported scientifically proven cases of that. And consequently, the number of infected people is summed up and will decrease only when they die. There should not be a delusion



profitable business. Some believe that the outbreak of drug addiction is a direct consequence of the fact that the rouble has become convertible. The HIV virus got into drug users' communities in mid-90s and began to spread very quickly. The peak of HIV infection among drug users was in 2000-2001. Up to 90,000 of new cases were registered at that time. In reality this figure was higher. The virus spreads much faster through sharing drug use than during a sexual intercourse. Therefore, an outbreak occurred in this group.

Look at how things have changed. In general, drug users are young men. They have HIV, as well as hepatitis B and C. The average progression to AIDS is 10 years after contracting HIV. Hepatitis produces the fatal end in 20 years after infection and is accompanied by cirrhosis, the development of hepatoma, liver tumours. There are millions of people living with these infections.

Treatment

There has been a significant change in the epidemiology of the HIV in Russia recently. We can see that the majority of new cases are associated with sexual contacts, not with drug use. So today it is impossible to say that HIV is only a drug use related problem. High-risk groups have increased significantly to include respectable people thus making the situation more complicated. It's been 10 years since in 2001 we identified a very large number of new HIV cases. Now we have to face the acute increase in AIDS cases. Even those who do not know about their HIV status can go to hospital and they must be provided with emergency assistance.

What can we do for people living with HIV? Fortunately, we have the opportunity to significantly extend their lives before AIDS develops. Previously if AIDS was diagnosed, a person could hardly survive more than a year. Now we can give

medications that suppress the virus to patients with HIV. With constant use of these drugs it is possible to bring these people to the average life expectancy. Of course, it is very difficult and costly. PLHIV, who are on treatment have to take three, but more often four drugs a day. The therapy per patient per year can cost about US\$ 4,000 - 5,000. This doesn't include medical care, which is also free of charge. Most money for the treatment is provided by the federal government: 8 billion roubles were allocated in 2009, 10 billion – this year. These funds are only for the purchase of drugs and diagnostic systems. We have an effective treatment system in place.

Currently, according to the Ministry of Health estimates, about 70,000 people are on treatment. By my calculations, over the next seven years, we will have to treat about 400,000 patients. This requires US\$ 4,000 per year of their lives to bring the life expectancy to the average level. If a patient started the treatment at the age of 30 years, he or she will have to take medications for 30 years on an average. What will it cost the state and the health care system?

Prevention

One can only welcome the system of medical treatment, though the general way of HIV response is wrong. We should spend more on the prevention of new cases of getting the infection. And how can we do it? A lot of people say that only a vaccine can save us. This, of course, is an ideal option. After you are vaccinated you can take drugs if you want and behave as you like! But, unfortunately, we cannot offer this to society. To create a vaccine, we may need decades or more. Also, how much will the vaccine cost, what side effects will it have, etc.? These are very serious questions.

Thus, all that we are able to do now is to teach people how to behave in order to avoid HIV infection. Today, the risk of getting the infection by blood transfusion is much less than the risk of having a brick falling on your head. We've got one case of infection by blood transfusion in two million transfusions. We have not recorded infections in hospitals for 20 years.

So, everything depends on human behaviour. It is necessary to reduce the number of sexual partners. Or the second option is to use a means of preventing





infection, particularly condoms. A normal person can make a choice between these two behaviours. In one period of life one can use a condom, in other – to be loyal to a sex partner. And if someone is unfaithful then the solution is to use a condom to protect a wife or husband from infection. And we need to properly explain these options to people.

However, we have problems with the so called ideology. Some people with a particular ideology say that abstinence and fidelity is the only way to prevent HIV infection. Ideological content is as follows: "We will make people live the correct life how we see it." In particular, from a religious point of view. Moreover, the Pope believes that condoms "do not protect from HIV", and he expressed it visiting Africa. Condoms do protect! Of course, they can be torn as there is nothing absolute in the world. But if we compare the effectiveness of condoms and vaccines, the comparison would be in favour of condom use. Often what the vaccine provides is 95 percent of protection. For instance, those influenza vaccines that are now consumed provide the level of protection not more than 80 percent.

The second point is drug use. This is particularly relevant to us. In the West, the effectiveness of harm reduction programmes was proved. Their aim is to lower the risk of HIV infection among drug users. If they cannot give up drug use, then let them at least lower the risk of HIV transmission. And starting with the fact that they must learn to use clean tools. To do this, there is a programme of distributing syringes. We have such programmes, which are ineffective, because the bus fare (to go on exchange of syringes) costs 25 roubles while to buy a syringe from a pharmacy is much cheaper, and pharmacies are everywhere. Many of our opponents say: "Oh, since you are distributing syringes to people so you teach them to use drugs." Such position is a big stumbling block in the way of prevention.

The third issue, if drug users cannot abstain from taking drugs, let us do so that they are not using drugs intravenously and do not infect each other. Let us transfer them to having drugs orally, and then the infection will not be transmitted through syringes. That's why it is called a 'substitution therapy,' although in fact, it is about the transfer to another form of drug administration. And people get their regular dose of drugs in the form of syrups or tablets. They come in the morning to a medical office, and then they do not need drugs for the whole day. This reduces the risk of HIV transmission. In France, very good results have been achieved through the introduction of such techniques. A lot of people here do not understand how one drug can be replaced by another, they simply do not accept that concept. There is a legal justification, because drugs such as methadone are banned in Russia.

We have good progress in the prevention of HIV transmission from mother to child. We examine all pregnant women twice. And if they are infected, they undergo a special set of procedures based on the use of antiviral drugs. Now most of the children of infected women are born healthy. Through these procedures we have preserved our state thousands – may be about 10,000 – healthy children.

At the same time, we have a very bad situation with HIV prevention. To purchase the equipment worth US\$ 500,000 is great, but that doesn't help the prevention among general population. For 2010, no funds have been allocated for the prevention. This is a question to decision makers. The first thing to do is to increase by at

least 30 times the expenses for the prevention. The United States or Western and Northern Europe, spend about three Euros per person by that. We spend 3 roubles per person if we divide 400,000 million roubles from the last year per 140 million of the population. The difference is impressive. In addition, this work should be systematic for information on prevention to reach everyone. We must use not only the media, but also new technologies. Internet is passive. A person should find a web site that focuses on preventing HIV infection and read the information. We need more active channels. For example, in Switzerland, letters on prevention were sent to every house. Let's send SMS to each owner of a mobile phone. It really will not be too expensive.

Concept

We do not have a clear vision of what to oppose to the HIV infection: high morality or training people on how to avoid infection. In this regard, there is no unified strategy of responding to AIDS in the country. So there's no clear programme of what we want to achieve. We have a government commission that would have to develop this strategy, but in 2009, it had only one meeting. The commission should be permanent, rather than meet from time to time. It needs a mechanism to deal with urgent problems that constantly arise. We need a programme that should be implemented. And now we have several centres that are designed to lead the struggle against AIDS. On the one hand, the Ministry of Health with a government commission, on the other hand, the Division of AIDS in Rospotrebnadzor. There are AIDS response centres in each region which are



subject to local governments and receive funding from them. I would like to see the system with a clearer vertical structure. Because when emergencies occur, we have to act more decisively as done in the military forces. An order of the Ministry of Health is now optional for Russia's regions. If it is not backed by any financial arrangements, they might decide themselves to comply with it or not.

Separate opinion

I'd set up a government commission with a permanent apparatus to actively find solutions to the problems we are facing. A very strong minister should head the commission, such as the current Minister of Health and Social Development. It may be a vice-premier who has

authority, because the problem of AIDS affects not just healthcare but also a lot of other directly or indirectly related ministries and agencies. I think that only a vice-premier can ensure they form an effective system. However, this is for the government to decide.

Furthermore, it must be a system that would effectively monitor the work in the regions, including non-governmental organizations. I am not against NGOs, they must do their part of the work. But NGO cannot do everything. The whole issue is a serious threat to our national security. Let's take 500,000 people, of whom 350,000, more than 300,000, are young men who are now exempted from military service. Here you have a problem.

That is, it must be dealt with very seriously at the state level because one percent of those infected – this is in relation to the whole population, for example, of the Irkutsk or Samara regions. If the age group is 20-30 years, the percentage is 4.3. That is, every 20th citizen is living with HIV infection. If an infected person at the age of 20-30 does not receive treatment, it is a very serious economic problem, as he or she can become disabled and will not be able to work.

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Highlight

Phenomenon of Communication

Kiyo Akasaka, Under Secretary General for Communications and Public Information, visited Moscow in mid-May. We would like to share with the readers the main points of his statement at the 42nd Congress of the International Advertising Association (IAA).

According to Mr. Akasaka, he attended the World Congress not as an outsider from a distant world, but as a colleague and a partner who shares your vision and professional conviction about “the power

of communication to transform human behaviour and society.”

The United Nations and the advertising industry share much in common, he said. “And while we may often have very different motives, we share the challenge of how to introduce big ideas into society and how to persuade people to try new things, or change the way they live.”

Mr. Akasaka stressed that the UN “is not looking to sell products to con-

sumers, but we are looking to sell ideas and to build public support for different kinds of luxuries for billions of people – luxuries like clean air, clean water, better health, education for girls, and a safe environment.”

In an unprecedented collaboration, a talented and diverse team from the IAA and from many global advertising agencies worked with the United Nations to raise awareness of the Copenhagen conference. The initiative created what was called ‘Hopenhagen’, a global movement of people that would urge leaders to seal an effective deal to address climate change.

The results were impressive. In addition to over 600,000 people from various parts of the world who signed the climate petition, an ad campaign ran in more than 35 countries. The Hopenhagen website attracted nearly 1,500 blog posts in the weeks leading up to the Copenhagen conference. And there were close to 4,000 tweets mentioning Hopenhagen at the time.

The collaboration between the UN family and the advertising industry is advancing on many fronts, pointed Mr.



The United Nations Secretary-General Ban Ki-moon greets Nicole Kidman as one of the leaders of UNiTE to End Violence against Women campaign

Akasaka. Right now, the UN Regional Information Centre in Brussels is organizing a Europe-wide competition called, 'Unleash Your Creativity against Poverty', for the design of print ads on the Millennium Development Goals. Mr. Akasaka was delighted that Russia is one of the 48 countries taking part.

The head of the Department of Public Information focused on the necessity of common support in ending one of the most pervasive and brutish challenges of our time, one that affects all people, everywhere. That is violence against women.

He highlighted that "violence against women is the most common, most shameful, and least punished crime in the world."

"Violence against women and girls is a pandemic, a widespread and grave abuse of human rights. It is now estimated that up to 70 per cent of women experience violence in their lifetime.

This is not an abstract issue. For women and girls, this is a struggle not to be assaulted, raped, molested, or forced into the commercial sex trade," said the UN official.

He noted that while there have been increased initiatives to address



violence against women, such efforts are often not comprehensive, consistent, sustained or well coordinated.

The United Nations Secretary-General Ban Ki-moon identified ending violence against women as one of his top priorities. Shortly after joining the United Nations, he launched his own UNiTE to End Violence against Women campaign. UNiTE calls on governments, private sector, media, civil society, and the entire UN family to join forces in ending this global pandemic. Nicole Kidman, Charlize Theron, and many other celebrity advo-

cates joined in and are in the forefront of this campaign.

And last fall, the Secretary-General launched his Network of Men Leaders as part of the growing effort to involve men in finding a solution to ending violence against women. Already, men like Nobel Peace Prize Laureate Archbishop Desmond Tutu, Brazilian novelist Paulo Coelho, Spanish Prime Minister José Luis Rodríguez Zapatero, and the former Chilean President Ricardo Lagos, are members of the Network.

When women live free from violence, they can find decent jobs, acquire assets, and enjoy access to health care and decent education, they earn incomes and accumulate savings to help themselves and their families. Economic contributions increase, spurring productivity and growth.

"We have a long way to go towards ending violence against women and gender discrimination," Mr. Akasaka concluded. "It is going to take a sustained effort by all groups in society for this to become a reality."



Spanish Prime Minister José Luis Rodríguez Zapatero joined Network of Men Leaders

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UN Development Programme

Events

New Festival of Films on Environment

The Environmental Film Festival H2O, organized by 35mm Cinema in Moscow and supported by UNDP, UNESCO, UN Information Centre and the Resident Coordinator's Office in Russia, took place on 27th-30th May, between the UN International Biodiversity Day and the International Environment Day.

The programme of the festival included six international award-winning documentaries on themes related to key environmental issues, and a programme of short films on climate 'Real Change' screened in partnership with the Australian Human Rights Arts and Film Festival. The H2O film festival also included discussions with experts on climate change and biodiversity, and side-events such as a Russian award winning photo exhibition on wildlife, a children's paintings exhibition, and a fair of environment-friendly ideas and activities and a presentation of movements supporting organic products in the country and abroad.



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© Photo by Ilya Puchka

The festival was opened on the 27th May by Frode Mauring, United Nations Resident Coordinator, UNDP Resident Representative, and the organizers of the festival, with a Russian premiere of the documentary film 'Climate of Change', presented by the film director Brian Hill.

“Our planet and all of us living on it are facing critical problems,” said Frode Mauring. “We are facing global climate change with unprecedented temperature growth and climate-related natural disasters. The planet is losing its biodiversity at a threatening speed, which has become a more serious problem due to irrational land use and climate change. We must preserve biodiversity and create technological and economic incentives to develop low-carbon economy. To stop biodiversity decline and mitigate the effects of climate change is a difficult task, and a lot of people, countries and organizations are involved in it. However, each of us can and shall make a contribution in preserving nonrenewable resources of



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our planet. This festival, on the one hand, provides an opportunity to demonstrate interesting and world acclaimed films, and on the other hand, it reminds Russian audience about the issues facing humanity, essential for our well-being and survival.”

“The idea to organize this festival came to my mind unexpectedly,” said Gerard Michael McCarthy. “I am one of you, not an enthusiast and not concerned a lot about environmental problems. I just live my everyday life. At the same time, I have felt something is wrong for quite a while. As I am quite skeptical about media publications, I could not identify what it was. However among numerous cases of injustice and other critical global problems the voice of the Planet made me try to find the truth. I hope that the festival will help us understand “what is wrong” and maybe “what we need to do”.

Key side events at the festival included the launch of the joint UNDP and Coca-Cola Company project ‘Every Drop Matters – Lake Baikal’ on Friday 28th May, followed by a master-class on wildlife documentary filming with screenings of video clips on Baikal. The training, conducted by a prominent Russian documentary film-maker, Evgenia Golovnya, was attended by more than 40 students from faculties of cinema and journalism.

Another seminar focused on climate change, attracting about 100 peo-

ple who were interested in this burning topic. Alexander Averchenkov, UNDP Adviser on Energy Efficiency and Climate Change opened the panel discus-



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sion, highlighting the importance of this issue for the current and the next generation. Igor Podgorny from Green-

peace Russia explained the principles of this global process and what we need to do to overcome this environmental problem. Yuriy Safonov from the Higher School of Economics described the mechanisms of the Kyoto protocol, while Dinara Gershinkova from the President Advisory Office informed the participants about climate change mitigation and the current situation in Russia.

The ecological fair attracted many people during the weekend. Many of them came with their children, to find out about a wide range of environment-friendly initiatives in Moscow, from protecting parks and stray animals in the city to DIY crafts workshops.

The screening of the Austrian film ‘Our Daily Bread’ on Sunday 30th was followed by the presentation of the Slow Food movement in Russia, where the public learnt about the ecological advantages of locally produced food products, and tested their ability to sense the natural taste of food.

The H2O film festival received very positive response from the Russian public and the media, which could be traced back in various influential magazines (such as Variety) and popular web-based social networks. The feedback demonstrated the Russian audience’s concern with the environment, with many highlighting the importance of this festival for Russia.



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Corporate Social Responsibility Benefits Businesses

The participants of the All-Russian Forum 'Creating Shared Value' in Moscow, including representatives of state bodies, business community, civil society and mass media discussed what steps need to be taken to make social programmes in Russia success.

On 9 June, the All-Russian Forum 'Creating Shared Value: the strategy of corporate social responsibility' took place in Moscow. The Forum was initiated by Nestle company and supported by the United Nations Development Programme (UNDP) and the Global Compact Network in Russia. Participants from large companies, civil society organizations, government structures and mass media shared their experience in responding to social challenges. They presented best practices in CSR and formulated proposals for further development of CSR programmes in Russia.

The speakers included representatives of UNDP, Ministry of Education and Science of RF, GC Network in Russia, Public Chamber and charity organizations, and Nestle company. During the discussion session entitled 'Corporate Social Responsibility: Principles of Partnership between Business, Power and Society' the attention was focused on the most acute issues related to social programmes implementation. Among other things, the participants

spoke about the lack of appropriate coordination among the shareholders in the process, the imperfection of CSR-related legislation, the limited attention to this area on the part of mass media, the role of volunteers in resolution of social problems and other important issues.

Frode Mauring, UN Resident Coordinator and UNDP Resident Representative in Russia, said: "We believe that the more progress the country is making in terms of economic growth, institutional and social reforms, the more should business be engaged in resolution of challenges, which appear on the country's agenda. And it is also in the interests of business to have a well functioning society to operate in."

According to Alexander Bim, Director of the Sustainable Development Project under the GC Network in Russia, "much has been done in Russia to form a modern and constructive perception of CSR. As an example, these issues are thoroughly examined in the Social



Alexander Bim

Chart of Russian business, adopted by the Russian Union of Industrialists and Entrepreneurs. At the global level, the essence of CSR is reflected in the 10 principles of the UN Global Compact, and Global Reporting Initiative (GRI) documents. However, both businesses and expert community face a variety of CSR interpretations – from identifying it as charity or viewing it as obligatory 'state order', additional financial burden for companies. A universal perception of CSR would increase the potential for the constructive application of this concept. From our point of view, CSR is, first of all, about ensuring effective interaction of companies with external business and social environment based on a balanced approach, a synergy between a corporate business strategy and interests of partners, consumers, and other stakeholders.

Niels Christiansen, Nestle Vice-president on Public Affairs, gave a detailed account of his company's CSR approach: "For a business to be success-



Niels Christiansen



Stefan De Locker

ful in the long term, it has to create value not only for its shareholders but also for society. Nestle calls this approach ‘creating shared value’ and focuses on the three key areas of public life: nutrition, water and rural development.”

During the discussion session Stefan De Locker, General Director of

Nestle Russia, presented the most important social project of his company – the educational initiative for children ‘The Good Nutrition Programme’. “Thanks to this programme, over three million children have got acquainted with basics of the balanced nutrition. Together with the authors of this programme, the Institute of Developmental Physiology, and supported by the Ministry of Education of the RF, we invest money, knowledge, and experience into the health of Russian children, which means – into Russia’s future. ‘Creating shared value’ concept is not one of our CSR initiatives, but an integral part of our business strategy and mission, which is to be preferred and the most respected Food, Nutrition, Health and Wellness company.”

Evgeny Bounimovitch, the Ombudsman for Children’s Rights in Moscow, also pointed out how working in the interests of children is useful and beneficial for society: “The programmes targeted at children, have a positive effect on the whole society.”

“The problems addressed at the forum are being discussed at the government level in relevant ministries and institutions,” stressed Valentina

Berezina, Head of Unit at the Department of State Policies in Upbringing, Extra-Curricular Education and Social Protection of Children of the Ministry of Education of Russia.

The participants of the Forum agreed on the necessity of further development of a public discussion on CSR programmes and underlined the importance of strengthening practical cooperation in this area between three parties – business, state, and society.

The All-Russian Forum ‘Creating Shared Value: the Strategy of Corporate Social Responsibility’ in Moscow was part of Nestle’s global initiative. This May in London, the International Forum ‘Creating Shared Value’ took place, which brought together over 250 experts in water resources management, food security, rural development, and corporate social responsibility.

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Frode Mauring, UN Resident Coordinator and UNDP Resident Representative in Russia, welcomes the participants of the forum

Integration – a Chance for New Life for Refugees

An important element of providing international protection to refugees and others of concern, especially in protracted situations, is to find durable solutions to their plight, among them local integration. The UNHCR Policy Paper on Refugee Protection and Solutions in Urban Areas estimates that approximately half of the world's 10.5 million refugees live in urban settings, including in the Russian Federation. Meeting the needs of the population of concern in urban locations and engaging local resources adequately is achieved through a rights- and community-based approach.

Local integration embraces all aspects of refugees' lives, including documentation, registration, access to education, employment, housing, social benefits and pensions, public health care, legal aid, and naturalization. While most of the refugees have a capacity to help themselves, they need a set of favourable conditions to succeed, primarily registration at the place of residence, which is linked to the receipt of state assistance. UNHCR's assistance to the refugee community is complementary to the state support.

The UNHCR Representative Office in the Russian Federation in Moscow maintains regular contacts with the refugee community in target regions – Moscow and St. Petersburg, where the

majority of persons of concern reside, through the Community Services Unit under the Refugee Reception Centre (Moscow) and the St. Petersburg Red Cross. All activities are guided by the Age, Gender and Diversity Mainstreaming principles developed by UNHCR in order to support the meaningful participation of women, girls, boys and men of all ages and backgrounds, using a rights and community-based approach, in the design, implementation, monitoring and evaluation of UNHCR policies, programmes, and operations.

In Moscow and the Moscow Region, the Community Services Unit assesses vulnerabilities and receives requests from refugees and asylum-seekers for social assistance for their subsequent referral to medical and educational partners ('Magee Woman Care' and 'Etnosfera') and governmental counterparts. The staff of the Unit provide individual social counselling, conduct interviews and home visits, work with refugee communities through group and individual meetings on the issues of their well-being, access to legal employment and basic services, cooperate with the UN Joint Team on HIV-AIDS prevention activities and undertake individual case management for a range of social issues such as facilitation of access to medical care and education and prevention and response to Sexual and Gender-Based Violence (SGBV).

The Centre for Cross-cultural Education 'Etnosfera', UNHCR implementing partner in Moscow, works towards creating favourable conditions for adaptation and successful integration in society of families of refugees and asylum-seekers by means of education. Thirteen state Russian language schools run programmes for cultural and language adaptation for refugee children in order to equip them with adequate knowledge for attending Moscow schools. A similar programme for migrants of other age groups, mainly for parents of those children, is organized in cooperation with local departments of education.

There are several local integration success stories that may serve as an inspiration for other refugees and asylum-seekers. In Moscow, for example, a former Afghan student is about to complete his doctoral studies; a number of refugees run successful business and are not only pulling in a healthy profit but also paying taxes, which is the most effective way of paying back the host state and thanking it for giving them the opportunity to rebuild their lives.

In St. Petersburg and the Leningrad Region, the St. Petersburg Red Cross has worked closely with such persons together with UNHCR for over 15 years. In 2006, the first and the only one in Russia Refugee House was opened with the support from the city authorities, UNHCR and the European Commission. It provides comprehensive legal, social, and medical assistance to refugees and asylum-seekers from Afghanistan, the Middle East, African, and other countries. The social unit of the Refugee House conducts interviews and surveys in order to identify vulnerable refugees and asylum-seekers, arrange social patronage of vulnerable families, and if needed – emergency financial assistance.

Another essential activity is prevention of gender-based violence and assistance to victims of violence focused on



refugee families and single refugees. Women with children – victims of violence – who have to address social workers receive different forms of assistance: medical and emergency financial assistance, legal counselling, sanitary and medical kits.

The Red Cross Community Centre hosts the Women's Club and the Children's Club, and provides space for the Afghan Cultural Centre.

The Women's Club aims to involve refugee women into Red Cross activities related to protection of refugee rights, developing active living positions and integration into the local community. Regular activities include meetings, festivities on the International Women's Day, the International Children's Day, the World Refugee Day, the International Day of Older Persons and the New Year. In 2009, the Women's Club's events brought together 48 women.

Sixty refugee children attend the Children's Club, where art-therapy and professional guidance sessions as well as various events take place. In 2009, nearly 20 events were held (contests, tours, public games), including participation in the



rally 'My First Teacher' along the Nevsky avenue to mark the start of the academic year, and joint New Year celebration for children from vulnerable families, orphanages, and refugee children, prepared by Red Cross volunteers.

The Afghan Cultural Centre is open on weekends and provides Farsi and Russian language lessons, as well as Afghan history lessons, assistance in mastering school subjects, and psychological sessions conducted by Red Cross volunteers. So far, 56 children aged 5 to 17, have completed these studies.

Another interesting activity aimed at integration of UNHCR persons of concern is the 'Find a Friend' project: Red Cross volunteers would help beneficiaries with everyday problems (e.g., make a big purchase in a store), invite refugee children home, etc.

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Events

Reporting, that Changed the Future

UNESCO Office in Moscow supported the international media contest 'Reporting that Changed the Future' marking World Press Freedom Day 2010. The main goal of the contest is to join efforts of media professionals in fostering freedom of expression and freedom of information.

Can reporting change someone's future? Several video and photo materials submitted to the contest did make a difference and contributed to changing lives of their heroes for the better. The stories, focusing on ordinary people and their rights, featured topics of significant interest to a broad national audience.

The contest to mark World Press Freedom Day was conducted for the fourth time. This year, 246 journalists

from 12 countries submitted their works to the jury. One of the key features of the contest is that it is open to both well-known media professionals and young journalists, central and regional media.

On 5 May 2010, the award ceremony was held in Moscow along with an exhibition of selected photos and demonstration of best video reports and documentaries as part of World Press Freedom Day celebration. The event brought

together winners of the contest, media practitioners, media activists, as well as representatives of the government and civil society, who discussed the role of media for a meaningful public debate and the importance of freedom of information as an integral part of freedom of expression.

The documentary 'Crystal Boy', presented by Liudmila Moiseyenko (First Channel), was named the winner in this



© Photo by Vladimir Barkar

nomination. The film tracing an astonishing life story of a little boy Sasha deeply moved the audience. Another winner – a TV report ‘A Matter of Honour – Rabbi

Lau’ (NTV) by Alexey Ivliyev and Airat Shavaliyev – reminded that the Second World War still echoes in the lives of different families across the globe. Media

professionals from Moscow, Samara and Bashkiriya were named laureates of the contest.

The jury was chaired by Anatoly Lysenko, President of the International Academy of Television and Radio, and Yuri Rost, observer at *Novaya Gazeta*. The contest received extensive media coverage in the leading national media.

In the framework of the contest, an online and offline voting was conducted among young journalists. It identified media outlets and journalists that consistently promote freedom for expression.

The contest was organized by the International Confederation of Journalists Unions, Russian Union of Journalists, International Academy of Television and Radio, and Eurasia Media Centre, with the support of the UNESCO Moscow Office.

Building the Wealth of Nations

From 27 to 29 September 2010, UNESCO is organizing the first World Conference on Early Childhood Care and Education (WC ECCE) in Moscow.

The conference will gather participants from 193 member-states of UNESCO as well as world experts to reaffirm the role of early childhood care and education as a right for every child and the basis for the development of nations.

The World Conference on ECCE aims to contribute to addressing major challenges towards achieving the Education for All goals. The following topics will be in the focus of the discussion: inclusion and equitable access to quality early childhood care and education; early childhood care and education teachers; educators and caregivers; the role of the state and other stakeholders; cost and financing of programmes; governance for early childhood care and education; and data collection and monitoring.

The Russian Federation has been actively supporting the Education for All movements, and has accorded special attention to the first Education for All goal. A cooperation agreement, which UNESCO and the City of Moscow

signed in November 2007 in the framework of the joint project ‘Moscow Education: from Infancy to School’, which is aimed at promoting quality early childhood care and education, provided a



solid basis for the preparation of the 2010 World Conference on ECCE. Thus, the Russian Federation and the City of Moscow offered not only to host and sponsor the World Conference on Early Childhood Care and Education, but also to share best practices with other member-states.

The on Early Childhood Care and Education will be the fifth in a series of global education conferences organized by UNESCO in 2008-2010. It follows the 48th session of the International Conference on Education (November 2008, Geneva); the UNESCO World Conference on Education for Sustainable Development (April 2009, Bonn); the World Conference on Higher Education (July 2009, Paris); and the Sixth International Conference on Adult Education (CONFINTEA VI) (December 2009, Belém). The World Conference on Early Childhood Care and Education will close this cycle of events that aim to promote education – from early childhood to higher education – as a right, foundation, and prerequisite for sustainable development.

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Summary

You can find the full version of the UN in Russia Bulletin in English at www.undp.ru or www.unrussia.ru (Documents)

UN / Secretary-General's Message on World Environment Day

"The theme of this year's World Environment Day, 'Many Species. One Planet. One Future', the Secretary-General underlines, echoes the call of the International Year of Biodiversity to stop this mass extinction and raise awareness about the vital importance of the millions of species that inhabit our planet's soils, forests, oceans, coral reefs and mountains. Our health, well-being and sustainable future depend on this intricate, delicate web of ecosystems and life."

World Bank / Visiting a Doctor? With Pleasure!

Over the period of 2003-2008, the Russian Ministry of Health and Social Development, with the World Bank support, implemented a pilot project – the Health Reform Implementation Project – to infuse financial resources and technical assistance into two regions southeast of Moscow: the Chuvash Republic and the Voronezh Oblast.

UNICEF/ A New Life for Grisha

School No 34 in Petrozavodsk participates in the UNICEF project on inclusive education supported by the Ministry of Education of the Republic of Karelia. Through the project, school teachers receive professional re-training on inclusive education approaches enabling children with disabilities and their peers to study together. Grisha, a schoolboy suffering from neurotic disorder, could return to school owing to the project.

UNAIDS / Academician Pokrovsky: HIV/AIDS Threatens Russia's Security

An article by Head of the AIDS Centre, Vadim Pokrovsky, in which he focuses on the situation with HIV/AIDS in Russia, indicates the obstacles on the way to its improvement and offers his view on how to change it for the better.

UNIC/ Phenomenon of Communication

Kiyo Akasaka, Under Secretary General for Communications and Public Information, visited Moscow in mid-May. *UN in Russia* presents key points of his statement to the 42nd Congress of International Advertising Association (IAA), where he prioritised the problem of violence against women and gender discrimination.

UNDP/ New Festival of Films on Environment

The Environmental Film Festival H2O, organized by 35mm Cinema in Moscow and supported by UNDP, UNESCO, UN Information Centre and the Resident Coordinator's Office in Russia, took place on 27th-30th May and was dedicated to UN International Biodiversity Day and the International Environment Day. In addition to film shows of international award-winning documentaries, the programme included discussions with experts on climate change and biodiversity, exhibitions of photos on wildlife and children's drawing on climate change, as well as other side events.

UNDP/Corporate Social Responsibility Benefits Businesses

The participants of the All-Russian Forum 'Creating Shared Value' in Moscow, including representatives of state bodies, business community, civil society and mass media discussed what steps need to be taken to make social programmes in Russia success. The Forum was initiated by Nestle company and supported by the United Nations Development Programme (UNDP) and the Global Compact Network in Russia.

UNHCR/ Integration – a Chance for New Life for Refugees

Integration plays an important role in the life of refugees. UNHCR provides assistance in local integration to refugees in Moscow and St. Petersburg with the support of its partner NGOs Magee Women's Research Institute and the Ethnosfera Centre for Intercultural Education.

UNESCO/ Reporting that Changed the Future

The UNESCO Office in Moscow supported the International media contest 'Reporting that Changed the Future' to mark World Press Freedom Day 2010. The date is aimed at joining efforts of media professionals in fostering freedom of expression and freedom of information. On 5 May 2010, the award ceremony was held in Moscow at the Central House of Journalists, along with an exhibition of selected photos and demonstration of best video reports and documentaries.

UNESCO/ Building the Wealth of Nations

On 27-29 September 2010, UNESCO is organizing the first World Conference on Early Childhood Care and Education (WCECCE) in Moscow. The conference that will gather participants from 193 countries aims to address major challenges towards achieving the Education for All goals.

United Nations



Millennium Development Goals

The Millennium Development Goals is a set of specific and measurable targets aimed at reducing poverty and raising living standards, which was adopted by 191 United Nations member-states, including the Russian Federation, at the Millennium Summit in 2000.

These Millennium Development Goals (MDGs), to be reached by 2015 or earlier, are as follows:

- | | |
|---------------|--|
| Goal 1 | Eradicate extreme poverty and hunger |
| Goal 2 | Achieve universal primary education |
| Goal 3 | Promote gender equality and empower women |
| Goal 4 | Reduce child mortality |
| Goal 5 | Improve maternal health |
| Goal 6 | Combat HIV/AIDS, malaria and other diseases |
| Goal 7 | Ensure environmental sustainability |
| Goal 8 | Develop a global partnership for development |