

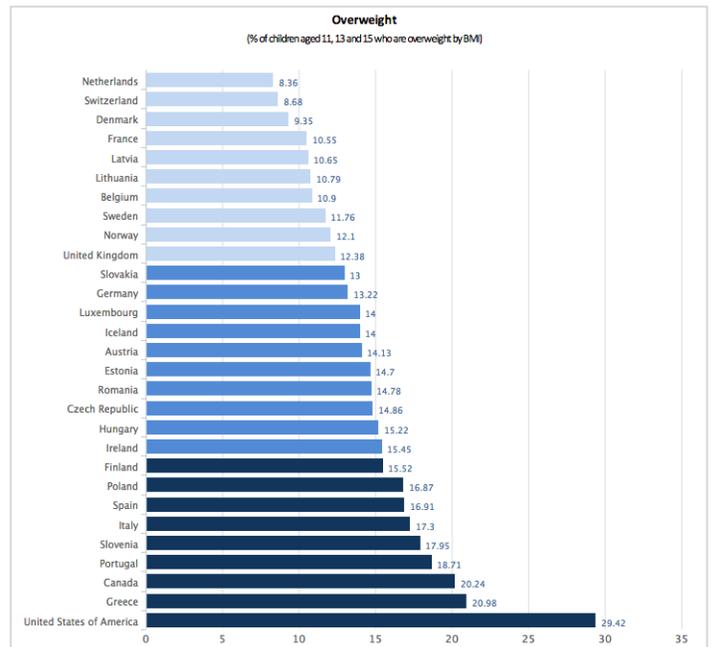
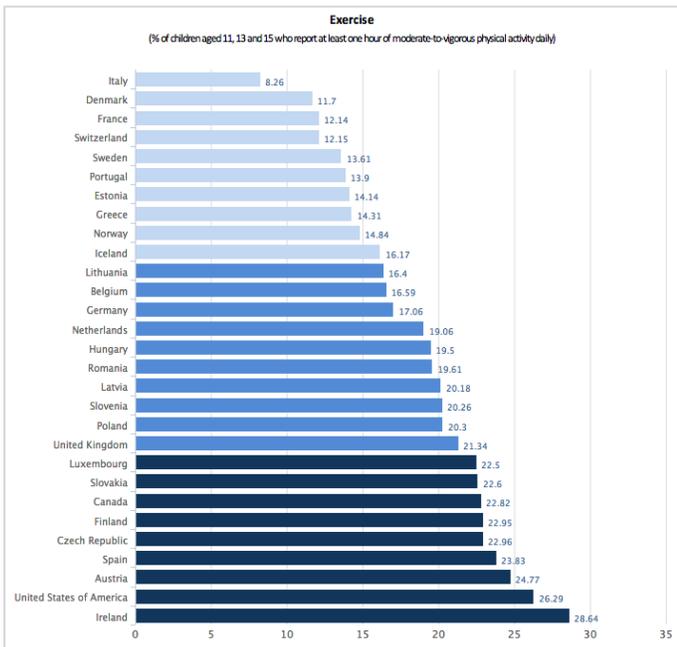


A powerful tool to present findings on child well-being in rich countries (10 April 2013)

What is the percentage of children living in poverty in the industrialized world? What is the rate of children bullied at school there, as well as that of smokers? Where do these countries rank in terms of air pollution?

All of these questions and more can now be answered via an interactive dashboard launched today, on April 10 2013. The "Child Well-Being in Rich Countries" dashboard, an interactive representation of data found in the flagship publication of the same name, was released by the UNICEF Office of Research – Innocenti. Part of their Report Card series, the publication and dashboard are designed to monitor and compare the performance of 29 rich countries in regards to the inalienable rights of children.

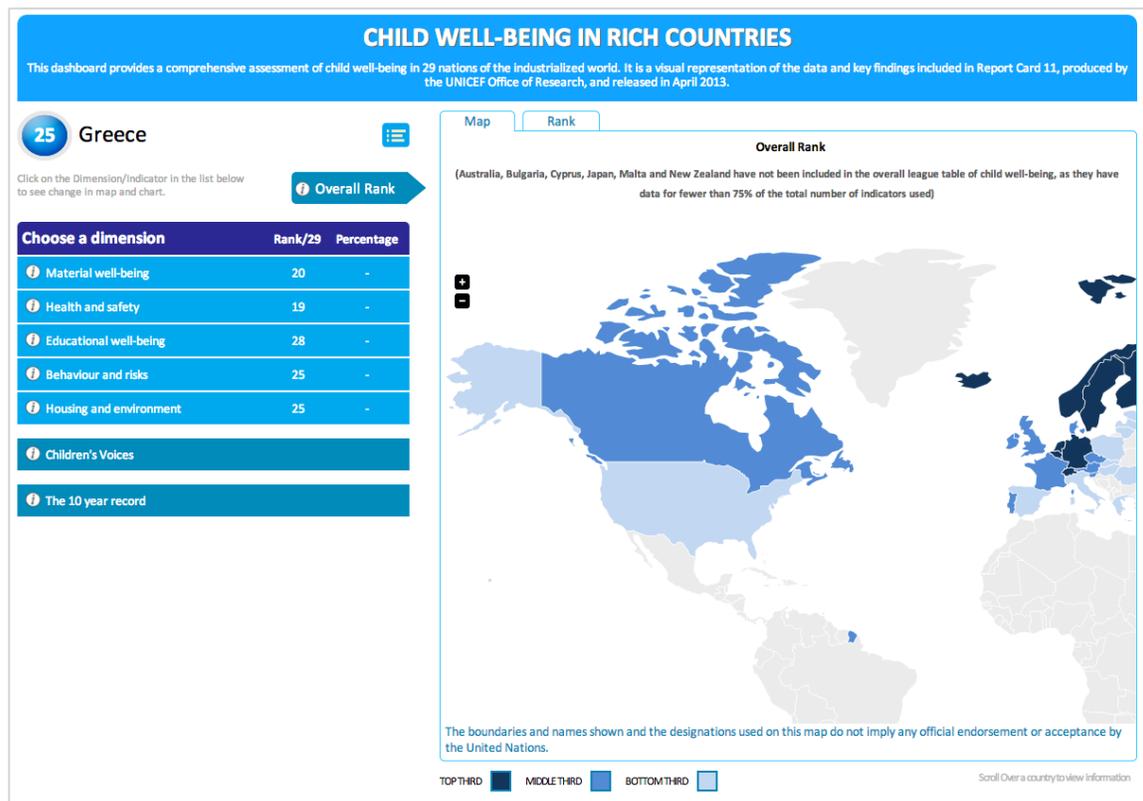
"Despite the fact that our publications contain critical information, the data is not always presented in the most friendly way. Since innovation is a buzzword for our organization, we wanted to showcase the data in an engaging way," says Communication Specialist Ricardo Pires. The dashboard enables users to click on any of the 29 countries and have access to values and ranks for a list of dimensions and indicators. For instance, one can observe that overall Child Well-Being rank is highest in the Netherlands and lowest in Romania. The United States has the second-highest rate of children reporting at least one hour of moderate-to-vigorous physical activity daily (the close first being Ireland), and yet has the highest percentage of children aged 11, 13 and 15 who are overweight by almost 10 percentage points.





In regards to the target audience for the dashboard, Mr. Pires says that the tool was built to be accessible for a wide range of parties. “We developed a dynamic platform that would not only be useful for national committees and policy-makers, but also for the media, researchers and students among others,” he says. “We are in the middle of an economic crisis, and this type of information is relevant to many different people.” The Office of Research has furthered democratized access to issues affecting children and realities threatening their well-being – the very goal of their publications. The dashboard includes access to the full report, as well as key findings and the ability to share and embed it.

Three simultaneous launch events took place on April 10<sup>th</sup>: one in Dublin, where Director of UNICEF's Office of Research and Innocenti Research Center Gordon Alexander participated in a roundtable discussion, and two others in Madrid and Rome.



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