Dear readers, this is the last issue of our “Periscope-Child&Food” newsletter. We hope you enjoyed our efforts aimed at disclosing information on the topics of minors & food. Please continue to check the Periscope website for updates on project developments.

**ABSTRACT:** 20 November 2009: 20th Anniversary of the Convention on the Rights of the Child; MDC JUNIOR launches HelpJunior, a blog dedicated to children, parents and educators seeking advice about how to approach the virtual world; The FAO summit: Save the Children: less than 170 Euro per child would be enough to fight world hunger; Italy: a committee of experts in charge of defining a “code of ethics for the marketing of children’s food”.

**20 November 2009: 20th Anniversary of the Convention on the Rights of the Child**

"The Convention on the Rights of the Child was the first to recognise that children have human rights and need special protection" said UN Secretary General Ban Ki-Moon on November 20, the 20th Anniversary of the Convention on the Rights of the Child.

The International Convention on the Rights of the Child was approved by the General Assembly of the United Nations on 20 November 1989 in New York. Right to survival, listening, non discrimination, superior interest of the child, universality, indivisibility and interdependence of individual rights are at the core of the Convention.

“In the last decade – said the UN Secretary General - the Convention has been our beacon, our model, our guide in the protection of the younger and more vulnerable members of the community. Its influence has been very deep. It might be regarded as the most widely shared treaty across the world in the entire history. 193 States have ratified the Convention. We look forward to the day when it will receive full support from all UN Member States”.

In particular, Ban Ki-Moon reminded that "Millions of children die before turning five years of age for causes that could easily be prevented. Millions of minors do not have access to safe food, water, education, and are the victims of abuse and exploitation. Children are physically and emotionally vulnerable. They are often the first to fall prey to illness and malnutrition. This is why children will always deserve our attention and more resources should be made available to them".
MDC JUNIOR launches HelpJunior, a blog dedicated to boys, parents and educators seeking advice on how to approach the virtual world

An "on-line window" to offer help and channel news and information on such topics as bullying, mobile phones, online frauds, social networks, videogames and privacy, apart from receiving opinions and testimonies by the young surfers of the web. This is the HelpJunior blog, an initiative launched by Movimento Difesa del Cittadino Junior on the occasion of the 20th Universal Children's and Youth's Day on November 20.

"On the occasion of such an important anniversary for the rights and the protection of children all around the world we thought to improve our dialogue with boys and girls and their families in a simple and straightforward way - said Lucia Moreschi, national Department manager - and to carry on our commitment towards the promotion of an informed use of new technologies and new media by the digital generation".

While Italy is among the most industrialised countries in the world, children and youths suffer the consequences of a heavy technology gap between generations, social classes and regions, and also of a poor information by the media and the communications world, starting from television. "This is why – Moreschi continued - the core of our blog is article 17 of the UN Convention, the one that relates to the commitment by Member States to securing access to children and youths to information that are safe, respectful of their condition as children, and capable of improving their social, spiritual and moral well-being".

Link: http://mdcjunior.wordpress.com/

FAO summit: Save the Children: Less than 170 Euro per child would be enough to fight global hunger

Less than 170 Euro, less than 27 cents a day until the age of two would be enough to guarantee proper nutrition to a child and to contribute to stopping the deaths caused by malnutrition. This piece of news was issued by Save the Children in its recent Hunger for Change report, a clear alert to the world's major leaders convened in Rome at the FAO summit in November.

More than 178 million children in the world suffer from chronic malnutrition which, as the UN Secretary General repeated today, causes the death of millions of children each year. "Too many children are dying because global leaders are failing to reduce malnutrition, which every year causes more than half of infant deaths - said David Mepham, Save the Children Policy Manager - and that figure is going to rise due to the increase in rice prices, climate changes and to the economic crisis under way".

The Hunger for Change report reveals that there is a range of possibilities to stop malnutrition, that causes irreparable damage to the children's physical and cognitive
development, from conception to two years of age. In developing countries, 11% of children are undernourished already before being born, because their growth is impaired by the insufficient nutrition of their mothers. In certain countries, only 5% of children follow a varied diet, useful for their physical and cognitive development, while the rest cannot receive the sufficient amount of vitamins.

Italy: a committee of experts was summoned with the purpose of defining a “code of ethics for the marketing of children's food”

Today the Undersecretary for Health Francesca Martini summoned at the Ministry of Employment, Health and Social Policies a committee of experts in charge of defining a “code of ethics for the marketing of food products intended for children”. The committee is composed of representatives from the category associations (AIIPA, AIDI, ASSOBIBE, FEDERALIMENTARE, CONFIDA) of the scientific companies that have recently contributed to the “three health days” (FIMP, SINUPE, SIP), IBFAN Italia and Professors Marcello Ticca and Valeria Del Balzo from the University La Sapienza of Rome. Consumers' association are not represented.

“Child overweight and obesity – was Dr. Martini's remark - are causing concerns. The data show peaks of up to 49% of the population of 8/9 years of age. Therefore, an intervention aimed at changing this worrisome situation is needed, and may be achieved by promoting correct eating and physical exercise”.

Category associations described the efforts made in recent years to improve, from the nutritional and quantitative standpoint, the food products intended for children and teenagers. The Undersecretary also pointed out that the Ministry of Employment, Health and Social Policies should be the one to coordinate all the players concerned in the world of industry and distribution and in the scientific world, so that individual initiatives are not dispersed and proper information is disseminated not only to the children who will eat those products but also to their families and their schools.