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For Human Rights Day, United Nations Office on Drug & Crime Partners with NFL Superbowl Champion Dr. George Koonce and Touchdown for Humanity to Aid Children and Parents during COVID-19.

Vienna, Austria, 10 December 2020. On Human Rights Day we commemorate the Universal Declaration of Human Rights. This year's theme is the global COVID-19 pandemic and its aftermath; children worldwide are suffering ever more due to COVID-19. Millions are unable to attend schools, especially girls in developing countries, and many lack access to food, shelter, and healthcare as parents are also under extreme pressure. To that end, United Nations Office on Drug & Crime (UNODC) is launching "Listen First: The Science of Care," ten videos and written campaign of information produced by Ethan Films for parents worldwide to help their children and better prepare them for the future, based on scientific evidence worldwide. Each episode focuses on a parenting tip, offering the scientific reasons why it helps.

For example, one video demonstrates how affection, such as a hug, generates oxytocin, a chemical in the brain, which can stimulate growth, strengthen the immune system and make children grow smarter, healthier, and happier. Equally as important is "patient parenting," because patience makes children feel cared for and loved, plus neuroscience shows that the child's brain is not mature enough to calmly handle frustration. In the current video, the parents' patience leads the children to be successful in their efforts to score a winning touchdown. It is being highlighted across various organizations including the Walther Center in Global Palliative Care & Supportive Care at Indiana University, Olympic Coach and Athlete networks, on Dr. Koonce's TV show and more.

Dr. Koonce, formerly star linebacker for the Superbowl-winning Green Bay Packers and on their Board of Directors, who grew up in poverty himself, and now Senior Vice President for University Relations at Marian University, says, "This program is exactly what children and their parents around the world need right now. Factual, caregiving tips based on science but presented in an enjoyable, realistic and loving way. It's just what is needed to help children and families at this critical time when their basic human rights are under threat."

"Parents more than ever need proven strategies, based on science," says Giovanna Campello, Chief UNODC Prevention, Treatment & Rehabilitation Section, "to support how they raise their children. As people are forced to work from home, and as Covid-19 contributes to increased stress, more than ever we need to focus on the needs of the children. The buy-in already from governments around the world is extraordinary, ranging from Indonesia to Slovenia, Russia, and France."

The materials, including scientific resources, are all available to parents and caregivers at www.unodc.org/listenfirst

The new video on Patience can be seen here:

<https://www.unodc.org/unodc/en/listen-first/success-stories/touch-down-for-humanity>

It can be downloaded here:

<https://vimeo.com/483473315>

password: UNODC1

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