

WHAT MATTERS TO UNICEF CHINA

2014
in review



unite for
children

unicef 



**People are more
than numbers.**
But numbers
tell many stories.

Numbers matter.
They help to count
all children.

and that is
**WHAT MATTERS
TO UNICEF CHINA**

A few numbers important for counting all children

1992

The year China ratified the Convention on the Rights of the Child.

How does it matter for Chinese children?

By ratifying the United Nations Convention, the Government of China understands that **every child born in China has the right to survive and grow, to develop, to be protected and to play and participate.**

1.36
billion

A population figure that staggers much of the world.

How does it matter for Chinese children?

It means that even when a small proportion of people lacks access to government services, a massive number of children go without education, immunizations, nutrients or protection from abuse – **one estimate puts the number of impoverished children at 25 million.**

61
million

The number of children whose parent or parents migrated to a city to find work and left them in rural areas with a relative or on their own.

How does it matter for Chinese children?

Children left behind are likely to grow up with grandparents or other caregivers and are likely to see their parents only once a year. **Some of these children do not receive sufficient emotional support or limited household income hinders their access to an education or other needed services.**

832

The number of counties the Government has designated as impoverished, among a total of 2,853 counties.

How does it matter for Chinese children?

Children living in poverty have higher rates of severe illness, death and disabilities and fewer opportunities for an education or emotional stability. Because the Government has singled out these counties, more efforts are made to reach children with quality education, health care, improved nutrition and innovations in social and emotional development.

12
million

The number of children without a *hukou* registration.

How does it matter for Chinese children?

Children without a *hukou* registration or even with a rural *hukou* registration who live in an urban centre experience **limited entitlement to public services or have greater out-of-pocket expenditures for health care.** All children should have equal entitlement to quality public services regardless of a *hukou* registration.

2014

The focus of this report.

How does it matter for Chinese children?

Open and have a look at the year's highlights and turning points.

UNICEF in China

What the Government of China wants for the most disadvantaged children

The Government's Twelfth Five-Year Plan (2011–2015) prioritizes universal access to essential public services and recognizes challenges in access for the most disadvantaged girls and boys (such as orphans, children with disabilities and children whose parents migrate without them for urban jobs). At the Third Plenum of the Eighteenth Central Committee (in 2013), leaders called for reforms to improve income distribution and to narrow the gaps in the Government's delivery of public services.

How UNICEF helps translate those ambitions into results for Chinese children

UNICEF provides evidence and global insights on:

- inclusive social policy reform for the poorest and the most disadvantaged children;
- children's survival and growth;
- safe water, sanitation and hygiene in schools, health facilities and communities;
- early childhood development;
- quality education in child-friendly schools;
- protection of children from violence, abuse, neglect and exploitation;
- non-discrimination and support to children affected by HIV or AIDS; and
- disaster risk reduction programming that builds up resilience among children and communities.


The UNICEF programme of cooperation in China is divided into five sections that revolve around improving children's chances of survival and helping them achieve their full growth potential:

- Health, Nutrition, Water, Sanitation and Hygiene
- Education and Child Development
- Child Protection
- Children Affected by HIV and AIDS
- Social Policy and Reform for Children

UNICEF activities aim to benefit the most disadvantaged and hardest-to-reach children and women in China.

How UNICEF works to uphold children's rights

To improve the realization of all children's rights, especially the most disadvantaged children, UNICEF works closely with the Government to support the development of national policies, legislation and guidelines that will lead to services that reach them with better health care and sanitation, quality education, social welfare and protection where needed. UNICEF emphasizes the reduction of inequality of access, opportunity and outcomes.

A close-up photograph of several children's faces, focusing on their eyes and expressions. The image is slightly blurred, creating a soft, intimate feel. The children appear to be of diverse backgrounds, with different skin tones and features visible.

The UNICEF approach in China – called the ‘muddy boots approach’ – begins with research and gathering data to develop evidence-based models. Using that evidence, we design models for the scale of a piloted location, learn from that experience, adapt the model and then engage with policy-makers and decision-makers on the basis of what works in the China context. From there the evidence is used to develop and advance policy guidelines and standards and influence changes in legislation that may lead to increased effectiveness, efficiency and equity in the development of new policies or legislation. Once policies are in place, the evidence gathered can be further used to advocate for programmes to reach all children in China.

China’s policy-makers and experts are particularly interested in learning how some challenges for children are managed elsewhere in the world. Other countries are keen to learn how China has achieved its progress in poverty reduction. We help broker exchanges of ideas, technical knowledge, good practices and global experiences. And through the testing of and learning from potential solutions, we can make a valuable contribution towards impacting on the lives of millions of girls and boys.

UNICEF programmes in China embrace many issues and the Government’s need to:

- reduce inequities and advance the coverage and quality of care in newborn, child and maternal health;
- improve access to adequate sanitation and good hygiene to prevent disease and optimize growth;
- provide accessible integrated approaches to early childhood development to children from birth to 6 years;
- promote quality teaching and learning in child-friendly schools;
- prevent and respond to violence, abuse, neglect and exploitation of children;
- support the needs of children and women affected by HIV or AIDS;
- prepare for and respond to disasters and emergencies through disaster risk reduction practices;
- contribute to better social protection and poverty reduction policies for children;
- contribute advice on how to improve public financial management and governance reform in ways that benefit children; and
- build better knowledge on child poverty, increase budgets designated to end child poverty and ensure that funds are well spent.

This report

This report highlights turning points that will have tremendous impact for the most disadvantaged children in China. And it describes the primary activities of UNICEF China during 2014. The report is organized by the rights that children are entitled to, according to the United Nations Convention on the Rights of the Child. Although many activities respond to multiple rights, their position under a particular right in this report is only to illustrate one facet.

Unless stated otherwise, data in this report are from UNICEF documents and website stories and press releases, including *Children in China: An Atlas of Social Indicators: 2014 Update*, *What Census Data Can Tell Us About Children in China – Facts and Figures* and global UN reports including the UNICEF *State of the World’s Children* report. Data cited are latest available statistics UNICEF had in 2014.



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What does the **RIGHT TO SURVIVE AND GROW** mean?

Every child has the right to be born safely so they can grow up healthy through access to good health care, nutritious food and clean water. It also means every girl and boy has the right to a name and a nationality and the right to know and grow up with the support of their family.

What do the numbers say about the situation in China in 2014?

Child survival

- China ranked **122** in the world's ranking of under-five mortality rates but **fifth** in absolute number of deaths, with **236,000** deaths in 2013. **61% (143,000)** of those deaths occurred in the first month of life – **many** of which could have been prevented.
- In 2013, the under-five mortality rate was **2.4 times** the urban rate, ranging from **3 to 26 per 1,000** live births across provinces.
- The rural infant mortality rate was **2.2 times** the urban rate, ranging from **2 to 23 per 1,000** births across provinces.
- The neonatal rate was **2 times** the urban rate.
- More than **10 million** children (younger than 18) were injured in 2012, with more than **50,000 deaths** from drowning, traffic accidents, accidental suffocation, falls, poisoning and other accidents.
- There were **34 million** fewer females than males in China (2013 estimate).

Maternal survival

- The maternal mortality ratios range from **fewer than 10 per 100,000** live births in some coastal provinces to around **15 per 100,000** live births in the central provinces and **more than 30 per 100,000** live births in western provinces, illustrating significant disparities.
- **More than 75%** of all maternal deaths are caused by factors that can either be prevented or treated through the provision of essential obstetrical care.



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Access to nutrition and health care

- The rate of exclusive breastfeeding during the first six months of life is **28%** nationally, **16%** in urban areas and **30%** in rural areas (2008 data) – which are among the lowest rates in Asia and indicate suboptimal feeding practices.
- Stunting remains a problem. At slightly more than **8 million**, according to UNICEF 2013 data, China ranked **fourth** globally in stunting prevalence.
- The prevalence of anaemia amongst children varies with age and is greatest among babies aged **6–11 months**.
- There are still inequities regarding uneven quality of immunization service and persistent circulation of certain vaccine-preventable diseases.

Access to safe water, sanitation and hygiene, including in schools and health facilities

- Water and sanitation indicators are poor in rural areas, with **85%** having improved household water supply and **56%**, having improved household sanitation, compared with urban areas, with **98%** having improved household water supply and **74%** having improved household sanitation.
- **Nearly 14 million** people practise open defecation in rural areas, placing China **tenth** globally in terms of prevalence of open defecation.
- A UNICEF survey (in 2007) covering 17,995 rural primary schools in 16 provinces found that **17%** of them had no water supply. Among those schools with a water supply, **less than 38%** met the national drinking water quality standard. **68%** of the schools had unsafe toilet facilities, and **almost all** schools lacked adequate handwashing facilities.
- A UNICEF survey (in 2010) revealed that **less than 50%** of the township hospitals used a centralized municipal water supply, and **around 35%** used self-provided water supply systems. **More than 36%** of the township hospitals were only equipped with outdoor toilets, **50%** of which were open-air toilets with poor sanitary conditions.

2014 turning points

- ▶ UNICEF worked with the National Health and Family Planning Commission on a **national child survival strategy** that includes a menu of 41 internationally recommended cost-effective interventions, which will impact on the Commission's Thirteenth Five-Year Plan. The interventions include expansion of Ying Yang Bao micronutrient supplements for children up to age 2 years and pregnant women to improve the nutritional status of mother and child in poverty counties. The National Health and Family Planning Commission adopted for nationwide use a booklet that UNICEF developed for parents to inform them of available services.
- ▶ The National Health and Family Planning Commission began requiring **child health workers to promote early childhood development** in routine child health care service.
- ▶ The State Council Opinion on Hukou Reform presented **regulations to remove major barriers for the poorest children and households in urban areas** to access essential basic services.
- ▶ The National Family Planning and Health Commission issued a **national policy on highly subsidised support for opportunistic infection treatment for rural populations and urban poor**.
- ▶ The Government recognized the importance of a healthy pregnancy by **reducing financial barriers to antenatal services through expanded cash transfer payments**.
- ▶ Chinese President Xi Jinping highlighted the importance of safe rural latrines during his field visit to Jiangsu, and the State Council issued an **Opinion on Patriotic Health that calls for the 'whole village' approach to safe sanitation**.

How did UNICEF translate the right to survive into action in 2014?

Reducing inequities, and improving child and maternal health and nutrition, and child care

- **Revived the Baby-Friendly Hospital Initiative**, which was first launched by World Health Organization and UNICEF in 1991 to implement practices that promote breastfeeding; it involves a 10-step process for hospitals to become certified.
- **Promoted breastfeeding** through the 10 Square Metres of Love campaign to position breastfeeding as the natural approach and help mothers, especially working mothers, find a safe space to breastfeed.
- **Organized an international gathering of experts on iodine deficiency and iodized salt** to discuss how to expand impoverished people's access to micronutrients.
- **Monitored and evaluated the complementary food supplementation (Ying Yang Bao)** for children in poverty counties of Qinghai Province to demonstrate its effectiveness.
- **Set up demonstrations sites that offer access to essential maternal and child health services for migrants.**
- **Developed and supported communication campaigns to improve immunization.**

- **Reviewed laws and policies on child injury prevention**, which found that although injury is a major cause of death among children, the laws are inadequate on prevention.

Improving access to safe water, sanitation and hygiene (WASH)

- **Organized training for teachers, principals and education officials on hygienic habits and WASH facilities** for schools and the need for behaviour change and introduced the Whole School Environment Project, which includes training on the importance of WASH, nutrition, climate change education and disaster prevention.
- **Trained provincial and county Development and Reform Commission and Health and Family Planning Commission officers on the importance of WASH standards in township hospitals** and building up resilient water supplies and understanding the link between sanitation, poverty and child poverty.
- **Conducted training for journalists and poverty-reduction planners to explain why sanitation and toilets are important public health stories**, including community-led total sanitation.
- **With the China Center of Disease Control, explored two toilet designs for use in emergency situations.**



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Innovations and pioneering ideas: 2014 achievements in ongoing demonstration projects

Fortified soybean powder: A better start in life



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Ying Yang Bao, a soybean-based multiple-micronutrient supplement, was first used in the aftermath of the devastating 2008 Wenchuan earthquake in Sichuan Province. It led to a 60% decrease in the prevalence of anaemia among the 6,000 children who received the supplement. Since then, the National Health and Family Planning Commission and the All-China Women's Federation have worked in partnership with international organizations and social organizations to expand the use of Ying Yang Bao.

In 2014, Ying Yang Bao supplements were extended to pregnant women and young children in impoverished counties. This is part of the Government of China's commitment to reduce the prevalence of anaemia and stunting among children aged 6–24 months in the 341 impoverished counties in 21 provincial-level regions.

Digital health records that travel with China's children

For millions of children who otherwise would be excluded or overlooked from needed medical and social services, a web-based information-management system will allow health workers to access children's health records through a computer, tablet or mobile phone from anywhere – enabling health records to 'travel' with children who migrate with their parents.

Currently, if a sick child is taken to a facility for treatment, health workers have no access to information such as the child's immunization record. This fragmentation creates missed opportunities for delivering needed vaccinations, which can be complicit in disease outbreaks, such as polio and measles. UNICEF's pilot work on the mother and child health management information database helps overcome the divide between the clinical and preventive segments of China's health care system.

In 2014, the second phase of the pilot project began with renewed funding. This phase includes testing innovative strategies to reach pregnant women and caretakers of children through mobile telephone messages. Where feasible, surveys will be conducted using handheld devices and tablets.

10 square metres of privacy helps women breastfeed their babies



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Exclusive breastfeeding until 6 months – the gold standard – has dropped to 28% in China, according to official data. In an effort to boost declining breastfeeding rates in China, UNICEF and the National Centre for Women and Children's Health launched the 10 Square Metres of Love campaign in 2013 position breastfeeding as the natural approach and to locate, register, certify and publicize breastfeeding rooms, both for employees as well as for patrons and customers in public buildings and stores. Nearly 1,000 breastfeeding spaces have opened in more than 77 cities across China.

In 2014, the innovative campaign won the Bronze Lions Health Award for the best creative health care communications. It was selected from 906 entries from 48 countries around the globe. The award-winning elements of campaign include:

- a mobile application that provides an interactive map for mothers to find the nearest breastfeeding room;
- short animated films that explain why 'breast is best' and the importance of breastfeeding for both a mother's and a child's well-being;
- posters that can be downloaded and displayed in the breastfeeding room; and
- a website platform to provide more information and links to other breastfeeding sites where mothers, the general public and corporate partners can find more information.

Iodine deficiency, which can result in endemic goitre, congenital thyroid deficiency and reduced mental capacity, was a serious public health threat in China four decades ago. In 1994, the Government introduced mandatory universal salt iodization to eliminate iodine deficiency by 2000. Its success has made China a model for many countries – national coverage with adequately iodized salt has been sustained at more than 90% since 2005. But as the country's state monopoly of the salt industry moves towards privatization, health experts are concerned that the gains could be affected.

In November 2014, UNICEF China, the National Family Planning and Health Commission and the global iodine deficiency disorder (IDD) network GAIN brought together 160 international and national academics, health experts and health professionals to discuss strategies that China can use to maintain its achievements against iodine deficiency. The aim: to reinforce the need for continued commitment to the successful policy.

The consensus paper presented during the conference warned, "Given the fact that most areas of China have environmental iodine deficiency, **IDDs will quickly re-emerge if efforts are not made to adhere to the universal salt iodization policy.**"

Health experts urge China to remain vigilant against iodine deficiency



Little toilets make big changes in schools

In a rural school visited by UNICEF programme staff, students told the visitors they can find the restroom by following the stench. UNICEF China's five-year programme on Strengthening WASH in Rural Child-Friendly Schools, **launched in 2014**, aims to set up a model that can create an enabling environment for providing suitable water and sanitation facilities in schools and provide climate, environment and disaster-preparedness education in schools.

The principles of child-friendly school WASH, including gender sensitivity, were integrated into the standard design and school renovation plan in the 13 project counties/district/city in seven provinces and autonomous regions. The project made good progress and inspired non-project counties. For example, **by the end of 2014**, 35 non-project schools in Bishan County in Chongqing Municipality received sanitary latrines and handwashing facilities appropriate for the age and the sex of students after replicating the UNICEF school WASH model with funds from the local government. All rural schools in the county will receive the same by the end of 2016. The model was introduced in Xiangyin County of Hunan Province where all rural schools are to be equipped with handwashing facilities by the end of 2016 and with sanitary latrines a year later.



"Today, what a revolution it is that the toilet floor is clean and safe; no flies, no maggots and no mosquitoes in the toilet room. Poo is no longer visible and water taps are available for washing hands after using the toilet. All these changes shocked me, with no words to express my feeling and satisfaction."

Excerpt from sixth-grade student Zou Mengyang's essay entitled A Little Toilet Makes Big Changes

Cash payments to pregnant and lactating women to help access better health services

Use of conditional cash transfers (CCTs) has grown rapidly in many countries as a new type of social assistance, which has, in several evaluations, proven successful in reducing poverty and addressing inequality on a sustained basis. In CCT projects, cash payments, typically related to the well-being of the children, are provided to poor households that agree to follow through on certain conditions. The CCT Project in China works alongside the Integrated Maternal and Child Health Project and the Communication for Development Project in targeting pregnant women and children younger than 1 year.

As of April 2014, around 8,740 pregnant women and children were enrolled in demonstration sites in Gansu, Sichuan and Yunnan provinces. The CCTs are intended to remove the financial barriers to health service use among the most disadvantaged populations.

Policy work to remove hukou-related difficulties for children



For the many children who have migrated to urban areas, possession of a rural *hukou* leaves them without entitlements to health, education and other services. China's household registration – or *hukou* – system gives children and their families' access to such services but only where they are registered. The UNICEF China Social Policy and Reform for Children (SPARC) team worked closely with the National Working Committee for Children and Women to pilot registration of migrant children in Jiangsu Province and supported research on migrant children's access to basic services.

In 2014, the National Development and Reform Commission (the central planning ministry reporting to the State Council) invited UNICEF to contribute to the development of the State Council Opinion on Furthering Hukou Reform. UNICEF drafted a policy note based on research by partners at the Macroeconomics Research Council. The note offered analysis on the entitlement gaps of children living in cities without an urban *hukou* and assessed the challenge of extending basic services to all residents. The State Council Opinion adopted recommendations from the policy note on a minimum package of universal services to include all children and their families with residence in urban areas.



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2014: Convention on the Rights of the Child turns 25

UNICEF China's 25th anniversary celebration of the Convention on the Rights of the Child (CRC) involved a social media campaign and a microsite to promote CRC@25. The campaign included the Chinese recording of the John Lennon song *Imagine* that Sina Weibo used for its Christmas greeting. The #PleaseListenToMe hashtag topic page generated 70 million page views, and the #CRC@25 topic page generated 47 million page views. Additionally, UNICEF China invited five national experts to share their perspectives on the CRC and discuss the challenges and successes for children in China.

What does the **RIGHT TO DEVELOP** mean?

Every child has the right to live a full life. It also means every child has the right to an education that respects and develops their personality and abilities.

What do the numbers say about the situation in China in 2014?

Early child stimulation (for children aged up to 3 years)

- A 2013 UNICEF survey on integrated early child development indicated that **between 22% and 30%** of children aged 0–2 years in four poor rural counties had access to books and around **55%** had access to toys, indicating many children do not receive adequate early stimulation.
- **Almost half (40%)** of poor rural children had suspected developmental delays in at least one domain.
- The survey also indicated that children without access to toys were **two to three times** more likely to have suspected developmental delays than children with access toys.

School enrolment

- Based on the 2010 Census findings, **14 million** girls and boys aged 7–17 are not attending school. Among them, more than **10 million** are children at the senior secondary education stage; and **4 million** children, mainly those living in rural areas, failed to receive or complete the compulsory education as required.

Early childhood development (for children aged 3–6 years)

- The overall public expenditure on the Government's compulsory three years of kindergarten (pre-school) as a percentage of gross domestic product was only **0.1%** in 2013 (and **3.4%** of the national education budget), far below the average of **0.6%** for the 34 countries within the Organisation for Economic Co-operation and Development.¹ Consequently, the three years of kindergarten education services are not yet fully available in remote rural areas.

Inequity still prevails between remote rural, average rural and urban areas among educational resources per capita for kindergartens (measured by staff–children ratio, class size, teachers' qualification and others).

- More than **70%** of children aged 3–6 years have access to an ECD programme, up from nearly **45%** in 2007. But rates are much lower in rural areas; for example, Shanghai has an estimated **100%** gross enrolment rate, whereas it is **52%** in Tibet Province and **54%** in Yunnan Province.

¹ OECD, *Education at a Glance: OECD indicators*, 2013.

Education financing

- China met the national target set in 2006 for allocating **4%** of its GDP to education by 2012. Despite the increased allocations, funds for improving education quality are still inadequate.

Water, sanitation and hygiene in schools

- **Three out of four** rural schools in China lack safe sanitation facilities, and **one third** of all schools do not have facilities for hand washing. Although China achieved the sanitation-related Millennium Development Goal target in 2010, special efforts are needed to improve the sanitation status in less-developed areas, including rural schools and hospitals.



2014 turning points

- ▶ The Ministry of Education **required schools to follow the Compulsory Education School Management Standards** (for child-friendly schools) and the National Standards on Early Child Development, according to their local context.
- ▶ The 2010–2020 Chinese National Mid- to Long-Term Education Reform and Development Plan **outlined how the Government assumes major responsibility in providing three years of kindergarten** (used interchangeably with pre-school) education across the country. This includes the goal of universal coverage of one or two years of kindergarten education by 2020, with the gross enrolment rate for three years reaching 75%. That goal was adjusted in 2014, in a Three-Year Plan of Action for Implementing Pre-School Education, which requires the national gross enrolment rate reach 75% by 2017.
- ▶ The Ministry of Education **announced that *suzhi jiaoyu*, or quality education, is not only about achieving high grades but also the way that students learn, the environment they learn in and how they apply what they have learned** are equally important and are critical to the well-rounded development of students.



How did UNICEF translate the right to develop into action in 2014?

- With the Ministry of Education, UNICEF **continued integrating training of rural teachers** in the Child-Friendly School System pilot project, which has four components:
 - child-friendly kindergartens for children aged 3–6 years;
 - child-friendly school for children aged 6–12 years;
 - adolescent education for academic work and career counselling; and
 - water, sanitation and hygiene improvement.
- **Developed a set of training resources** for physical education teachers in primary and junior secondary schools.
- **Introduced innovative classroom instructional strategies** to improve rural teaching and facilitated teachers' professional development with computer and technology aids.
- **Implemented the Integrated Early Childhood Development Project** (for children up to age 3 years) in 80 villages in four counties in Guizhou and Shanxi provinces.
- **Carried out the Early Childhood Development Project** in four counties and one municipality in Chongqing, Guangxi, Guizhou and Xinjiang provinces.
- **Began piloting child-friendly schools that include social and emotional learning** in five counties.
- **Assisted the Ministry of Education in creating the Early Learning Development Guidelines** for 3- to 6-year-olds for teachers and parents to understand children's learning and development processes, providing a basis for reasonable expectations for young children and helping teachers better organize age-appropriate activities.
- **Worked closely with government counterparts to move ahead with the life skills-based trainings models on self-management, pre-vocational skills and social skills.** The models help vulnerable adolescents in poor rural areas to better prepare their transition from school to work and from childhood to adulthood.
- **Supported the development of tools and user guidelines on fast-track emergency assessment and coordinating emergency response** as well as a training manual for education administrators on disaster risk reduction to strengthen the government and education sectors' capacities in risk reduction and emergency preparedness and response.



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Innovations and pioneering ideas: 2014 achievements in ongoing demonstration projects

Transforming kindergartens in rural China



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The 'before and after' pictures tell it all: Trial projects with early childhood development-based kindergartens in four counties and one municipality are transforming the early learning experience for children aged 3–6 years. In many schools, going to kindergarten is typically not fun, with rote learning, reciting Chinese characters and repeating numbers and arithmetic. The children appear bored, and there is little time for play or storytelling, which are key to early learning. In resource-poor rural areas, there are no teaching materials and sometimes not even tables or chairs. UNICEF and the Ministry of Education initiated the Child-Friendly Kindergarten project to make kindergartens a place for playing and learning and ultimately promote children's school readiness. They chose training modules to help teachers learn how to set up an environment for constructive stimulation, with building blocks, role play, reading and art work. UNICEF followed with onsite assistance to help teachers translate what they learned in training into practice through a mobile unit. To the teachers' amazement, the children engage in the activities, and the teachers do not need to spend as much time 'disciplining' the students.

To respond to the Education Ministry's request to help improve the training of ECD teachers **in 2014**, the project worked with the China National Society of Early Childhood Education to develop and test training packages. The training package for rural teachers includes 23 training modules, including how to plan and organize daily activities to create a positive classroom environment, and ideas for play, games, storytelling and working with parents. A child-friendly kindergarten curriculum and audio-visual materials were developed, and trainings were conducted.

Playful stimulation for children aged up to 3 years in community-based centres

As highlighted in the National Mid- and Long-Term Education Reform and Development Plan (2010–2020), early childhood development for children aged up to 3 years is to be prioritized. Once modules were developed on ECD services, especially on psychosocial stimulation of young children, training of teachers and volunteers continued **throughout 2014**, as did scouting for spaces for community-based ECD centres in Hunan, Hubei and Hebei Provinces, where many migrant children live. A team of national experts, led by the China National Children's Centre, developed 10 booklets to help volunteers learn how to 'play' with children in ways that help them develop. By **August 2014**, 40 ECD centres opened their colourful doors, and by the end of 2014, a total of 74 volunteers were amusing some 3,081 children and helping their families.

The model of community-based services includes psychosocial stimulation and advice for caregivers on child rearing and parenting practices that help them optimize their children's development. Popular Chinese children's authors and artists wrote and designed 12 storybooks. Based on those books, a set of puzzles and hand-made puppets were created to encourage parent-child interaction and to promote children's cognitive and social emotional development. Donated toys and other materials enable games for the ECD centres as well as games to play at home.



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"I am so happy we have this centre in our community, it gives me a chance to meet and chat with other parents. I am a housewife; before the centre opened I spent all my time at home with the baby and had no time for myself at all. Now I am come here at least three times a week, and I have made some friends and learned a lot about how to play with my baby."

Mother of a 2-year-old boy,
Furong District, Hunan Province

Parenting advice at the push of a telephone button

After the Ministry of Education asked UNICEF China for ideas on innovative ways to reach parents in rural areas with parenting information on early childhood development, an online website was created that later also could be accessed through an ECD kiosk in 18 provinces and municipalities where there is no Internet connection. The kiosk sites 'speak' to users.

The website counted more than 150 million clicks by **May 2014**. Later in 2014, a mobile phone application that works with Apple's iPhone system was introduced. The service provides advice, year by year in a baby's life, on what food to give and why it's nutritious, development milestones and services available if there are delays, what vaccinations are needed, what to do for early stimulation and the importance of reading to children, playing, interaction and breastfeeding.



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Mobile units drive improved teaching in remote areas

To ensure that rural schools are equipped with better teaching tools and education resources, Mobile Educational Training and Resource Units (METRU) were set up to deliver services to schools no matter how remotely they are located. Using donated cars fit for rugged terrain, a team of selected county-level teacher trainers visited primary schools regularly to deliver educational materials to schools, conduct training for teachers, observe classroom teaching and provide guidance to teachers on improving their skills.

Since 2009 when it was initiated, the project has reached an estimated 170,000 students and 10,000 teachers in 663 schools in Gansu, Sichuan and Yunnan provinces. As the teachers' classroom teaching skills develop, children become more responsive and interested in learning.

In Yunnan Province, UNICEF promotes the METRU project to reach vulnerable ethnic minority populations in the remote parts of Yunnan Province. The METRU project has gone beyond just piloting teacher support systems and has developed a package of Language Sensitive and Culture Appropriate Pedagogy to help ethnic minority children improve their learning performance and strengthen their cultural identity. The package trialled approaches with second-language teaching and mathematics teaching for ethnic minority children in two counties.

In addition, the Beijing Normal University hosted a national information exchange seminar to analyse the situation of rural teacher training, looking at the achievements and problems with the METRU approach and discussing the potential of the county-level teacher support system strategy to be applied across the country.

"One day, a wonderful car filled with many great items showed up at our school. All my classmates were very curious. We were so happy when we heard that these were gifts that kind aunts and uncles have sent for us. I was so excited to see so many boxes and bags. There were musical instruments, games, books and many other great items. There were even some games that I have never played before, such as chess and checkers. Of course, sports equipment were my favourite."

Mo Mao, fourth-grade student, Masang Central Primary School, Cangxi County, Sichuan Province

What does the RIGHT TO BE PROTECTED mean?



Every child has the right to live in a safe environment and be protected from violence, abuse, exploitation and neglect.



What do the numbers say about the situation in China in 2014?

Protection from neglect and abuse

- As many as **61 million** children are left behind in rural homes by one or both parents who migrate to urban areas to find work. This is close to half (**47%**) of the rural child population. Of these children left behind, **70%** lived with grandparents, while most of the remainder lived with other relatives.

Some of these **girls and boys who are left behind** do not receive sufficient emotional support or live with limited household income that hinders their access to education or other needed services. Children who are left behind are often at greater risk of injury, human trafficking, violence, abuse or neglect

- More than **3 million** children nationwide live alone; more than **2 million** of them are living in rural areas.
- The life-time prevalence of child physical abuse in China was estimated at **36.6%**, with prevalence for minor physical abuse estimated at **43.1%**, severe physical abuse at **26.6%** and very severe physical abuse at **7.8%** (based on a meta-analysis of **47** studies identified in English- and Chinese-language peer-reviewed journals).²
- Emotional abuse was reported by **67%** of parents with a 3- to 6-year old child in a 2010 study.³
- Neglect affects an estimated **25%** of Chinese children aged 3–6 years (the median from five studies).⁴ Boys are more affected by neglect than girls, at **33%** compared with **24%**.

² Ji, K. and Finkelhor, D., 'A meta-analysis of child physical abuse prevalence in China', *Child Abuse & Neglect*, 2014.

³ Cui, L.H. et al., 'Prevalence of physical and emotional maltreatment by parents in preschool children', (in Chinese), *Chinese Journal of Public Health*, vol. 26, no. 4, 2010, pp. 486-487. See UNICEF EAPRO, *Violence Against Children in East Asia and the Pacific: A regional review and synthesis of findings*, 2014, p. 17.

⁴ See p. 20 graph, UNICEF East Asia and Pacific Regional Office, *Violence Against Children in East Asia and the Pacific: A regional review and synthesis of findings*, Bangkok, 2014.

Right to a protective environment

- There are an estimated **549,000** orphans (both parents dead) and around **94,000** children living in government-funded institutions, many of them children with disabilities who have been abandoned.⁵
- Between 2009 and 2013 **33,505** cases of trafficking in women and children were detected; but there are many more cases that go unreported, and there are new challenges with cross-border migration.
- China has around **159,000** registered social workers and assistant social workers, with more than **400,000** people engaged in social work. The Government's target is to have **250,000** social workers for children by 2020.⁶ The Government also aims to have a **minimum of one** social work service centre in every subdistrict or community and every rural county or township/town (at least 50,000 in total).⁷

Natural disasters tend to have disproportionate and irreversible consequences for the most vulnerable children, with the psychosocial, social and economic shocks from disasters impacting their growth and development.

- In China, over the past two decades, natural disasters have affected an estimated **300 million people**, destroyed more than **3 million** homes and, on average each year, forced the evacuation of more than **9 million people**, resulting in direct economic losses of **billions** of yuan.

2014 turning points

- ▶ The State Council **published the first-ever draft Law on Family Violence** for public comments. The draft Law explicitly requires special protection for children and is especially elaborated in relation to child victims who come into contact with the police. Although its definition of family violence is broad, it calls for mandatory reporting, prevention and public awareness on violence, building shelters and the rehabilitation of people who commit violence.
- ▶ The Supreme People's Procuratorate, the Supreme People's Court, the Ministry of Public Security and the Ministry of Civil Affairs **issued the Joint Opinion for Guardians Violating Children's Rights**. It outlines responsibilities of state agencies and the justice system in preventing and intervening when guardians violate the protection rights of children in their care.
- ▶ The Ministry of Civil Affairs **issued the Guideline Opinions on Promoting Social Work in Emergencies**, which highlights the role of social workers in providing psychosocial support for children.
- ▶ The Ministry of Civil Affairs **issued the Service Guideline of Social Work with Children** (the first group-specific standard for social workers) and the **Guideline of Performance Evaluation of Social Work Service Programme**.

The Service Guideline applies to all social work services for children and covers principles and types of service, process and approaches of service provision, monitoring, management, human resource requirements and examples of forms for case management.

The Guideline of Performance Management applies to the evaluation of all social work service purchased through government funding but is useable by other channels. The Guideline explains:

- i) what to evaluate, including plans, implementation, management, use of funds, risk management;
- ii) evaluation methodology;
- iii) procedures; and
- iv) reporting.

⁵ 2013 data, from www.mca.gov.cn/article/zwgk/mzyw/201406/20140600654488.shtml.

⁶ See the Ministry of Civil Affairs website.

⁷ See the National Mid- and Long-Term Plan for Development of Professional Social Workers (2011–2020), issued by the Social Work Department of the Ministry of Civil Affairs in early 2013.

How did UNICEF translate the right to be protected into action in 2014?

- With the Ministry of Civil Affairs, **UNICEF created guidelines on social work for children and social work in emergencies** and for evaluating social worker services in general.
- The community-based Barefoot Social Worker pilot project **helped reach children eligible for social assistance** and trained social workers in order to expand the corps of professionals who understand child protection and welfare.
- **Developed Child-Friendly School Standards**, which the Ministry of Education adopted to promote inclusiveness, gender equality, effective teaching, safer environments and participatory leadership to ensure the all-around development of every child.
- As member of the UN Family Violence Task Force, **co-organized with the All-China Women's Federation an International Expert Roundtable** that brought together around 100 national and international experts, leading to a technical report with recommendations to the State Council, including drafting the Family Violence Law.
- **Worked with China Centre for Disease Control and Peking University to study the knowledge, attitudes and practices of medical workers towards child maltreatment** and the gaps and roles of the education sector in preventing and responding to child maltreatment. The two studies underlined the need to strengthen capacity and awareness of staff in both sectors.
- **Supported the development of tools to strengthen the capacity and quality of child protection and welfare professionals and services**, such as a manual for social workers on integrated early childhood development, child-friendly investigation procedures and a service guideline and training manual for community-based child welfare services.
- **Implemented the community-based Barefoot Social Worker pilot project** that helped reach children in 120 villages eligible for social assistance and trained barefoot social workers in order to expand the corps of para-professionals who understand child protection and welfare.
- **Assisted the National Working Committee on Children and Women in implementing child-friendly spaces** in 28 counties in 10 provinces as part of the roll-out to reach 90% of communities in China. Child-friendly spaces offer psychosocial support, early childhood development activities and community-based child protection and welfare services accompanied by mobile services to reach the most disadvantaged children and their families.
- **Worked with the Supreme People's Court in two pilot sites to implement the Joint Opinion on Dealing with Child Sexual Offences** (released in 2013) and to experiment with a more holistic approach that involves government departments outside the justice system to help prevent and respond to child sexual offences.
- **Provided assistance in seven sites of the national child protection pilot programme** of the Ministry of Civil Affairs that aims to establish a five-tier child protection network (provincial to community level) and to reform the street children protection centre into a government body for coordinating the provision of child protection services.
- **Contributed a social work component to the Integrated Early Childhood Development Project in 80 villages** in four counties in Guizhou and Shanxi provinces that assist in identifying vulnerable children and their caretakers and provide them with or refer them to child protection and welfare services.



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Innovations and pioneering ideas: 2014 achievements in ongoing demonstration projects

Nowhere too remote or too cold for Barefoot Social Workers

It started out as a way to connect tens of thousands of children who lost parents to AIDS but then blossomed into a child welfare response to all orphans and vulnerable children. Inspired by the Barefoot Doctor scheme, the Ministry of Civil Affairs in 2010 launched the community-based Barefoot Social Workers scheme (also known as Child Welfare Directors) in five provinces (Henan, Sichuan, Shanxi, Xinjiang and Yunnan) and covering 120 villages. The Barefoot Social Workers have become the beginning of a social welfare system. Through home visits (in remote locations or even in the middle of winter) and a community children's play space, the Barefoot Social Workers help children enrol in school, obtain a birth certificate or residence identity, and receive vaccinations, health care and government subsidies for orphans and other social assistance.

Each Barefoot Social Worker, who is a villager selected through a written test and interview, is paid an honorarium of RMB 800 (US\$129) per month to perform 11 tasks. Though not professionally trained as social workers, they respond to the urgent need for care and welfare for vulnerable children. Without the Barefoot Social Workers, many children in remote areas, especially among migrant communities, might never know of government assistance available to change their lives. Additional funding in **2014** extended the piloted model through 2018.



Child-friendly spaces for play and protection expand across China



Responding to the 2008 Sichuan earthquake, UNICEF China and government partners established child-friendly spaces: safe, protective, colourful environments where children received child welfare, protection, psychosocial and other support services. The success of the child-friendly spaces prompted expansion of the programme into impoverished communities in five provinces where vulnerable children are often unable to obtain equal access to the limited services available through China's emerging child protection and welfare system.

The child-friendly spaces are helping to alleviate unequal access to public social services for vulnerable children in the communities. In addition to child welfare and child protection services and a safe place to play, children receive basic health information, early childhood development services, early detection of disabilities, access to social workers, case management, referral services and non-formal education. The Government's Ten-Year National Plan of Action for Children (2011–2020) cites child-friendly spaces as a model for delivery of community-based child protection services that is suitable for replication in more than 90% of urban and rural communities.

In 2014, UNICEF China continued to work with the National Working Committee on Children and Women to support the quality and roll out of child friendly spaces, including through strengthening capacity of new child-friendly space staff. In turn, staff train parents and children on children's rights, positive child discipline, how to access services, life skills, protecting themselves from danger, violence and abuse, and where and how to seek support.

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UNICEF sets up safe spaces for children after the Yunnan earthquake



A 6.5 magnitude earthquake struck Yunnan Province in south-west China on **3 August 2014** at 4:30 p.m., ultimately killing 617 people and injuring 3,143 people. More than 80,000 houses collapsed. Ludian County, the epicentre of the earthquake, is one of the nationally designated poverty counties. In the initial response phase, UNICEF supplied medical supplies and equipment for county maternal and child health hospitals and facilities. With the National Working Committee on Children and Women, UNICEF set up five child-friendly spaces in three affected counties, supplying tents, toys and equipment. Local volunteers were trained to operate the spaces and were also trained to provide psychosocial support and protection.

In Ludian County, UNICEF procured prefabricated houses (60 m² in size) for the child-friendly spaces, and UNICEF WASH colleagues installed toilets and solar-powered water heating systems in those spaces accompanied by sanitation and hygiene promotion activities and trialling of a newly developed model for quick installation toilets in temporary settlements.

New voices speak out against family violence



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To capitalize on the momentum created by the inclusion of the Family Violence Law in the National People's Congress's legislative agenda, national and international experts gathered in Beijing in **April 2014** for a two-day roundtable event hosted by the All-China Women's Federation with the UN Task Force on Family Violence. In **November 2014**, United Nations agencies in China and the All-China Women's Federation commemorated International Day to Eliminate Violence against Women and Girls, which focused on family violence. In conjunction with this, popular actor and UNICEF Ambassador Chen Kun starred in a short film urging all Chinese people to join the campaign Make the Invisible Visible by ending violence against children.

What does the **RIGHT TO PLAY AND TO PARTICIPATE** mean?

Every child has the right to have a childhood, including time spent playing. And every child has the right to speak freely about matters that affect them and for their opinions to be listened to. It also means every child has the right to be treated equally and to be included.

What do the numbers say about the situation in China in 2014?

Exclusion from education

- Despite progressive government policies and regulations that prohibit discrimination against children of migrants, **some** are unable to attend local public schools due to related costs (although compulsory nine-year education is mandated free by the Compulsory Education Law, secondary education is not free), special regulations and their high rate of mobility.



Right to play and participate

- Around **25 million** children live in poverty, which may deny some of them a childhood stimulated with constructive play and opportunity to engage in quality learning opportunities.
- There are an estimated **5.8 million** girls and boys with disabilities in China. Only **2%** of them have access to special care and education that can meet their needs. Many of these children with disabilities, particularly girls, face a high level of discrimination. In rural areas, where **80%** of children with disabilities live, they are often regarded as a 'shame' or a 'burden' and are confined in their households by their caretakers. These children are often deprived of opportunities to develop to their full potential and to participate in society.⁸

Children from poor rural and urban families as well as migrant children experience difficulties in accessing quality kindergarten education. This could be partially due to the unavailability of facilities and services or due to economic barriers related to high tuition and other hidden costs.

⁸ China Statistics Press, *Communique on Major Statistics of the Second China National Sample Survey on Disability, Beijing, 2006*; Shang Xiaoyuan, *Experience of Families with Children with Disabilities in China*, Beijing, Social Sciences Academic Press, 2013.

Right to be treated equally

- Around **118** males are born for every **100** females. Traditional norms favour boys and influence some families to choose to have boys and to make fewer resources available for their girls.

In its 2014 *Health of the World's Adolescents* report, the World Health Organization highlighted that HIV was the second leading cause of death among adolescents globally, accounting for an estimated 300 deaths every day.

- In China, the percentage of sexually transmitted cases of HIV has increased from **33%** in 2006 to nearly **91%** in 2013,⁹ with the spread of HIV among adolescents and youth on a steady increase, as are other sexually transmitted infections and unplanned pregnancies.
- Young people affected by HIV or AIDS still experience social discrimination. The China Stigma Index Survey, conducted among more than 2,000 persons who were HIV-positive in 2009, found that of the respondents with children, **9%** said that their children, who were not necessarily HIV-positive, had been forced to leave school because of the HIV status of a parent.
- In the 2009 China Stigma Index Survey, a substantial proportion of medical staff (**26%**), government officials (**35%**) and teachers (**36%**) changed their stance after learning of a person's HIV-positive status into a 'discriminatory' or 'very discriminatory' attitude.
- An estimated **40%** of young people need better sexual and reproductive health consultation and **27%** are in need of services for sexually transmitted infections. However, **more than half** of the needs for counselling and treatment are not fulfilled.¹⁰
- An estimated **50%** of girls and boys with disabilities aged 0–14 have never received any kind of social welfare benefit or care support. Many children with disabilities, particularly at birth, are abandoned.



2014 turning points

- ▶ The Committee on the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) issued its Concluding Observations on China's Combined Seventh and Eight Periodic Reports. The Observations will inform the ongoing gender equality work and broader development work under UNICEF. **Gender-based violence was flagged as a major issue, along with the need for more sex-disaggregated data.**

⁹ The 2014 *China AIDS Response Progress Report*, drafted by the State Council AIDS Working Committee Office under the National Health and Family Planning Commission, with support from other government departments and UN agencies.

¹⁰ See the First National Survey on Access and Utilization of Sexual and Reproductive Health Services by Youth, conducted by Peking University with support from United Nations Population Fund and the National Working Committee on Children and Women, at www.unfpa.cn/en/page/youth-sexual-and-reproductive-health.



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How did UNICEF translate the right to play and to participate into action in 2014?

- **Worked with the Ministry of Education to produce a manual** explaining the dimensions of a child-friendly school.
- **Committed to assist the Government in developing the Thirteenth Five-Year plan for the Development of Disabled Persons.**
- **Organized events**, such as Child Welfare Week, around International Children's Day and a summer camp for children affected by AIDS, **to encourage dialogue with high-level policy-makers for broader social assistance and protection schemes.**
- At the pilot-project level, **increased social assistance to children affected by AIDS** through the Barefoot Social Worker project, to improve their access to cash assistance, education, health care and family care.



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Innovations and pioneering ideas: 2014 achievements in ongoing demonstration projects

UNICEF worked with the Ministry of Education to introduce the child-friendly school concept and the Social Emotional Learning teaching method as a trial in 250 rural schools in five provinces. A child-friendly school uses a methodology called Inquiry-Based Learning, through which children learn to solve problems, to innovate and be creative, and to learn how to adapt to a rapidly changing world.

The Social Emotional Learning content looks beyond learning performance and focuses on improving the whole school environment by encouraging inclusiveness such that no student feels left out, and all students learn to feel confident about themselves, and can better make friends and understand how to solve problems with others. This type of learning involves encouraging student participation and gives students – and their communities – a sense of mental and physical security. As one national UNICEF expert explained, “It teaches students how to be people.”

This innovative teaching method is considered especially important for the more than 60 million children in rural areas who have been left with relatives or on their own by parents working in a city. It is also seen of good value for children from ethnic minorities who experience discrimination in one way or another. The emotional loneliness, pressure and insecurity experienced by these children are immense and can be destructive.

Child-friendly schools learn how to teach emotions



Involving teenagers in civic life

To improve junior secondary school completion rates and transition rates to senior secondary school among children from disadvantaged communities, and to encourage responsible behaviour and reduce risky behaviours among adolescents, UNICEF China began an Adolescent Education Project in 2011. The project is designed to harness the positive energy of adolescents and encourage their participation in and action on issues that affect their lives.

In 2014, responding to demand from young people who were not finding jobs after graduating from college or vocational education programmes, the Chinese Association of Science and Technology offered the first curriculum on independent living, self-management and communication skills, and information technology, which UNICEF helped develop. The curriculum focuses on building self-confidence and encouraging a sense of civic responsibility among adolescents.



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Popular film director helps children tell their stories of life without parents



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In 2014, award-winning filmmaker Zhang Yimou assembled an extraordinary documentary called *Stories Through 180 Lenses* to tell the life of children left behind in Cangxi county in Sichuan Province by parents who migrated to urban centres for jobs. With almost one in four children affected by migration and an estimated 62 million children staying behind in rural areas, the intimate portrait of children's lives at home and at school that Zhang's film reveals demonstrates the important role that school has in providing an emotionally supportive learning environment for young people. Yet, with many rural schools poorly resourced and teachers often not equipped with the right skills to cope with the many social consequences of these often dramatic changes on children's lives, the need to provide a supportive educational model is critical. More than 90% of the film consists of footage shot over six months by 2,000 children using 180 camcorders distributed among 72 schools.

Social policy team influences Government's expanded social assistance



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The Ministry of Civil Affairs invited the UNICEF China Social Policy and Reform for Children (SPARC) team in 2014 to contribute to the development of the Interim Measurement of Social Assistance. The SPARC team brought in global and national experts and worked closely with UNICEF Child Protection and HIV and AIDS' colleagues so that recommendations addressed the barriers the most deprived children faced in accessing social assistance programmes in China. Global evidence and experience from UNICEF China pilot programmes were used to develop a policy note, which was submitted to the State Council Legislative Affairs Office. UNICEF China highlighted differences between household income poverty and child poverty and talked about the multiple dimensions of poverty, which include no access to safe sanitation, quality education or social assistance.

Interim Measurement of Social Assistance, signed off by China's Premier in 2014, adopted many of UNICEF China's recommendations: First, and for the first time, education grants, medical financial assistance, housing grants, employment support and temporary financial assistance were included as an integrated programme of social assistance in the State Council's administrative regulation, which is China's second-most important legislative measure. This is a key step towards a unified social assistance system, which advances the potential for social assistance to be adopted as a way to build children's human capital and the resilience of families. Second, the policy recommendations took account of social and economic trends in China, particularly migration. In addition to a UNICEF China-recommended change on the right of migrant children to apply for an education grant via the school they attend rather than via their place of residence, some punitive measures were removed and an appeals process was established.

Camps for young people affected by HIV seek to learn from their experiences

To make sure that children, no matter their background, realize their right to participate, the China National Committee for the Care of Children and UNICEF China began hosting a week-long series of camps across the country to give thousands of young people, many affected by HIV or AIDS, a chance to learn, share experiences and have some fun. Through the camps, UNICEF China listens to their experiences and learns from young people, placing it in a better position to advocate for policies and laws that ultimately serve children's needs and protect their rights.



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New mobile app focuses on better delivery of youth-friendly services

UNICEF China recognizes that to protect young people, especially those most at risk (such as out-of-school youth, young migrant workers and youth in high HIV prevalence areas), services need to reach them in a way that engages them and makes them feel safe. Embarrassment, ignorance about HIV and not knowing where and from whom they can get a particular service are the main barriers to young people's access to such services.

To end the stigma and discrimination that often prevents young people, especially from poor or marginalized groups, from seeking the help and guidance they need, the Henan Provincial Government, in partnership with the China Center for Health Education and UNICEF China, launched an exciting mobile health application, called Health Walk. The user-friendly app is designed to help young people find youth-friendly services, including counselling and care for HIV and sexual reproductive health issues. The app provides a GIS-based map, information and feedback on services, and encourages young people to support peer participation in HIV prevention and care and engage in volunteer activities





On Chinese Valentine's Day, adolescents play games to learn about HIV

As young people across the country celebrated Chinese Valentine's Day, young volunteers from Beijing, Zhengzhou, Tongcheng, Quanzhou, Changchun, Shenzhen and Guangzhou organized a Special Date in Seven Cities campaign. The Special Date involved adolescents and youth simultaneously playing a specially designed monopoly game that teaches them about HIV and sexual reproductive health. The campaign was initiated and the game designed by a young group of volunteers in Beijing called YGAP (Youth Group for AIDS Prevention). It is now being replicated by youth in seven cities through the Unite for Children Unite Against AIDS Youth Ambassadors, a network supported by the National Health and Family Planning Commission and the United Nations. The Special Date campaign was sponsored by UNICEF and the China Center for Health Education, with support from UNAIDS, UNFPA and the China Red Ribbon Foundation. The Youth Volunteers want to use fun and games to impress upon their peers that when they are in the mood for love, condoms and safe sex are critical parts of the 'game'.

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UNICEF China partners with Tsinghua University to explore new ideas for improving children's lives

UNICEF China and the Department of Information Art and Design at Tsinghua University signed an agreement to establish an Innovation Accelerator to encourage new ideas for realizing the rights and responding to the needs of children. The cooperation between UNICEF China and Tsinghua University was established within the framework of the global UNICEF Innovation Lab, which brings business, academia, governments and civil society together to create sustainable solutions to the most pressing challenges confronting children and youth around the world.

The UNICEF–Tsinghua University collaboration will serve as a research and development engine with an initial focus on assistive technology for children with disabilities. One such flagship product – the Tactile Tablet for children with disabilities – allows blind and visually impaired children to read books, intake text, audio and visual information, take notes and input their own information. The open-source, low-cost device has the potential to provide valued opportunity for blind and visually impaired children to interact with information and learn alongside their peers.



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2014 timeline

March

1 March: Zero Discrimination Day

8 March: To celebrate International Women's Day, more than 30 breastfeeding mothers from around the country took part in a UNICEF training workshop for breastfeeding promotion volunteers and helping to expand the 10 Square Metres of Love campaign across the country.

22 March: World Water Day

24 March: World Tuberculosis Day



April

11 April: To support the drafting of the Family Violence Law, UNICEF China, jointly with the UN Family Violence Task Force and the All-China Women's Federation, co-organized an international roundtable, involving 100 national and international legal experts and representatives from civil society organizations.

25 April: National Immunization Day



May

8 May: China hosts Activate, which is part of a global talk series on innovation to showcase the pioneering work of the Barefoot Social Workers and building a community-based social welfare system.

11 May: UNICEF Executive Director Anthony Lake begins a five-day visit to China to commend the Government for its commitment to addressing socio-economic disparities and the continued need to prioritize efforts to reduce inequity, especially for children in the remotest corners of the country.

18 May: 2014 Preschool Education Month. Now in its third year, this is a special month dedicated to drawing attention to the importance of early childhood development (ECD).

20 May: National ECD Advocacy Month Launch Ceremony at Wenshui Township Central Kindergarten, Xishui County, Zunyi City, Guizhou Province.

June

1 June: In celebration of China Children's Day, UNICEF Ambassador Chen Kun visits Tinjian to see family-based solutions to prevent violence against children.

July

11 July: Health Walk launched in Henan Province to help young people learn about youth-friendly social services.

21-24 July: More than 600 children from ethnic minorities and rural and urban areas of China attend the eleventh annual High-Level Children's Summer Camp to highlight the need for more social support.

28 July: World Hepatitis B Day

August

1-8 August: World Breastfeeding Week, with the National Centre for Women and Children's Health, UNICEF and the World Health Organization using social media to promote the 10 Square Metres of Love campaign and to promote breastfeeding.

3 August: A 6.5 magnitude earthquake struck Yunnan Province in south-western China, killing 617 people and injuring 3,143 people. More than 80,000 houses collapsed.

September

30 September: The Flying High for Kids World Balloon Project came to China. Balloon pilot Andrew Parker brought his coloured hot air balloon to the UNICEF-supported child-friendly space in Chaping Town in Sichuan Province, where a catastrophic earthquake struck in 2008, to raise awareness on the importance of education.



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October

25 October: Seventh World Children Calling for Peace Flag Painting Award Ceremony



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November

5-6 November: International Iodine Deficiency Conference in Beijing.

18 November: Child Protection Training and Experience Sharing Conference in Liuzhou Province.

19 November: UNICEF increased supplies from China to West Africa to support the emergency Ebola response for children. UNICEF sent almost 3,000 tons of life-saving supplies.

20 November: CRC@25 Campaign and launch of the State of the World's Children Innovation Report, which lays out an agenda for change for the most disadvantaged children.

25 November: International Day to Eliminate Violence Against Women and Girls. UNICEF, other UN agencies, and the All-China Women's Federation commemorated the day with a focus on ending family violence and making it everyone's responsibility.

December

1 December: 27th World AIDS Day festivities concluded with a call for all people to show their support for adolescents and eliminate discrimination and together achieve an AIDS-free generation.

3 December: International Seminar on Social Emotional Learning and Improvement of Basic Education Quality and the launch of the Ministry of Education-UNICEF Social Emotional Learning Project within the Child-Friendly School Framework 2011-2015.



UNICEF

2014 budget

Programme section

Health and Nutrition

\$4,882,614

Water, Sanitation and Hygiene

\$1,168,914

Education and Child Development

\$6,416,219

Child Protection

\$1,805,072

Children Affected by HIV and AIDS

\$1,647,581

Social Policy and Reform for Children

\$2,534,290

Programme support, including Communications, Monitoring and Reporting

\$2,176,577

Operations and Administrative Support

\$1,013,694

\$21,644,961 Grand total



Partners

Partners

The longstanding cooperation and collaboration between the Government of China and UNICEF has meaningfully advanced significant progress for the children of China. UNICEF began working in the country in the aftermath of World War II, when China became the first country in Asia to receive UNICEF assistance. In 1981, the first Cooperation Programme between the Government and UNICEF was formalized, with a focus on benefiting the most vulnerable children.

Today, UNICEF continues to partner with various government ministries and organizations as well as research and academic institutions, the private sector, other United Nations agencies and some non-government organizations to conduct studies on various child-related situations and to carry out demonstration projects that aim to both benefit the hardest-to-reach children and communities, and influence policy and budget decisions. Then UNICEF works with the Government in taking policies to scale in a way that ensures they benefit the most disadvantaged children and women.

Resources

UNICEF derives income entirely from voluntary contributions – public and private – to work to transform children’s lives. *We would like to express our sincere gratitude to all the individuals, private sector and Government partners as well as UNICEF’s National Committees for their generous contribution and support to our work for children in China.*

Because China has moved into middle-income status, UNICEF relies increasingly on partnerships with the private sector to support our work to improve children’s lives in the country. Major private sector initiatives in the country include Audi’s Driving Dreams Project, Starwood Hotels & Resorts’ Check Out for Children campaign, IKEA’s Soft Toy campaign, and Porsche’s Empowering the Future project.

Our current corporate partners include:

Audi (China) Enterprise Management Co. Limited
China HP Co Ltd
Chongqing Haier Home Appliances Sales Co., Ltd.
ET Solar Energy Corp.
Hainan Airlines Co. Ltd.
HNA Group Co., Ltd.
H&M
IKEA and the IKEA Foundation
M.A.C AIDS Fund

Porsche (China) Motors Ltd.
Starwood Hotels & Resorts Worldwide
The HSBC Trustee (Hong Kong) Limited
Cartier Charitable Foundation
Gucci
Montblanc
FC Barcelona
Georgia Pacific
Uniqlo

UNICEF staff

UNICEF China consists of 81 technical experts, professionals and administrative staff, all based in Beijing.



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Photo index

Cover

Children from Naxi ethnic group play games at a child-friendly school in Lijiang, Yunnan Province.

Inside cover

Children play games in Dong Xi Kindergarten, Zhong County, Chongqing.

Page 2

Boy looking through window, Qinghai, 2013.

Page 3

Children play at a kindergarten in Chongqing in 2014. Almost 90% of those attending the kindergarten are migrant children, whose parents always work long hours.

Page 6

The three-year Programme on Improving Nutrition for China's Most Vulnerable Women and Children has been implemented in Yunnan, Shaanxi and Guizhou, benefiting a population of about 1.8 million. As a result of the project, communities receiving the Ying Yang Bao supplements saw a 30% decline of anemia in young children.

Page 8

Primary school students in Beichuan County, Sichuan Province, learn how to wash their hands correctly.

Page 9 (top left)

Children and their caregivers play at the ECD centre in Tanxihu community in Xiangyang city in Hubei Province.

Page 9 (bottom left)

A rural mother breast feeds her baby, Gansu Province.

Page 10 (top right)

A mother feeds her child after an earthquake in Ludian, Yunnan Province, 2014.

Page 10 (bottom left)

Children play games in Dong Xi Kindergarten, Zhong County, Chongqing.

Page 13 (top right)

Anthony Lake (second rear left), Daniel Toole (second rear right), UNICEF Regional Director for East Asia and the Pacific, Gillian Mellisop (first rear right), UNICEF Representative to China participate in a music lesson in Mixin Primary School, Yunnan Province.

Page 13 (bottom)

Girls play in the ECD centre in Mianzhu, Sichuan Province.

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For the children, along with parents, who came from the local community, this was the first time to see a hot air balloon. The postcards they have made will go with Andrew and be received by their peers in Andrew's next destination.

Page 15 (top left)

UNICEF-supported ECD project in Yunnan Province.

Page 15 (top right)

Children play games in Dong Xi Kindergarten, Zhong County, Chongqing Province.

Page 16 (top right)

Parents and children using Parenting Portal in Fenxi County, Shanxi Province.

Page 16 (bottom left)

Young girl, Qinghai Province, 2013.

Page 19 (bottom left)

Child in a wheelchair, Gansu Province, 2010.

Page 20 (top right)

Children in front of their classroom at Gao Nan Village, Sanjiang County. Primary school teachers are required to check each child's vaccination history on the first day of the school year to make sure they haven't missed any inoculations.

Page 20 (bottom left)

Children play in the child-friendly space in Sichuan Province.

Page 21 (bottom)

Chen Kun, UNICEF Ambassador for China, visits a community in Tianjin to advocate for ending violence against children.

Page 22

Jumping rope in a playground, Yunnan Province.

Page 23

For the children, along with parents, who came from the local community, this was the first time to see a hot air balloon. The postcards they have made will go with Andrew and be received by their peers in Andrew's next destination.

Page 24 (top)

Children from a UNICEF-supported ECD project in Gansu Province.

Page 24 (bottom)

Students dance with Anthony Lake in Mixin Primary School. "The school has changed

a lot, especially since we have become a child friendly school and with the introduction of social emotional learning," said Headmaster Li Zhenlin.

Page 24 (bottom right)

Village girl, Yunnan Province.

Page 26

A boy in Qinghai Province.

Page 27 (top right)

A girl from UNICEF-supported ECD project in Gansu Province.

Page 28 (top left)

2014 Wold AIDS Day event in Beijing.

Page 28 (bottom right)

UNICEF China partners with Tsinghua University to explore new ideas for improving children's lives.

Page 29

Social Emotional Learning project in Qinghai Province.

Page 30 (top right)

Experts and practitioners are having a discussion about the work of the barefoot social workers with questions from social media and the audience.

Page 30 (middle left)

UNICEF China 10m² of Love Breastfeeding Campaign.

Page 31 (top right)

Children take part in the launch of a campaign on ending violence against children in Beijing.

Page 31 (bottom left)

2014 Wold AIDS Day event in Beijing.

Page 35 (top)

Around four hundred people gathered in the main square of Chaping town, a small community in the mountainous area of a county in North West Sichuan Province to witness Andrew Parker, a New Zealand balloon pilot inflate his balloon. For the children, along with parents, who came from the local community, this was the first time to see a hot air balloon.

Page 35 (bottom)

2014 Wold AIDS Day event in Beijing.



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