

1. EXECUTIVE SUMMARY

During the past year, several important achievements wrapped up a successful 2006-2010 Country Programme Cycle and paved the way for a new programme cycle.

In November, an historic High-Level Meeting on Cooperation for Child Rights in the Asia-Pacific Region, held in Beijing, projected the work of UNICEF-China and its government counterparts onto the international stage. UNICEF supported the Government of China to host and organize the meeting, which brought together senior leaders from 28 countries to discuss and explore opportunities for mutual cooperation in the promotion of child rights, within the framework of South-South cooperation. Inaugurated by the Vice-President of China, and featuring the participation of the UNICEF Executive Director, the meeting concluded with the unanimous adoption of the Beijing Declaration on South-South Cooperation for Child Rights.

On the national stage, in 2010, evidence gathered from UNICEF-supported community-level pilots over the course of the programme cycle contributed to exciting new policies, notably in early childhood development and the protection of orphans and vulnerable children. UNICEF also contributed to the development of key government policy frameworks, including the 12th National Five-Year Plan for Social and Economic Development (2011–2015) and the new National Plan of Action for Children (2011-2020).

UNICEF continued to support an extensive emergency reconstruction programme and used recovery funds to leverage policy and system advances in the Sichuan earthquake zone, where the most devastating natural disaster in China in decades struck in May 2008. UNICEF also responded to the needs of children and women affected by new emergencies, including drought in southwestern China, the Yushu earthquake and the Zhouqu landslide.

During the programme cycle, UNICEF doubled its OR ceiling, mainly from in-country corporate donors and National Committees. Even so, shortfalls in planned activities occurred due to insufficient RR and OR, especially in water-quality initiatives, child-injury-prevention, HIV/AIDS, child protection and social policy.

In 2010, the timely introduction of UNICEF's new organizational focus on equity and end-cycle reviews led to the identification of lessons learned and best practices, as well as areas where further progress is needed, informing the development of the new Country Programme.

2. COUNTRY SITUATION AS AFFECTING CHILDREN AND WOMEN

In recent years, China has made impressive progress in alleviating poverty and improving the survival, development and protection of children. China's **2010 MDG Report**, which UNICEF and other UN agencies developed in partnership with the Ministry of Foreign Affairs, found that "Most [MDG] targets have been either met or have in fact exceeded expectations by achieving realization as far as seven years ahead of schedule." However, the report also found that "China still faces huge challenges in achieving sustainable development."

Uneven economic growth has led to **widening internal inequalities between urban and rural areas and among the eastern, central and western regions of the country**. With a view to reducing income disparities, in 2010, UNICEF supported NDRC, China's national planning ministry, in the **development of the 12th National Five-**

Year Plan for Social and Economic Development (2011–2015). The new Plan outlines a shift from an export-oriented economy towards domestic demand-driven growth, which will require significant efforts to boost the incomes of poor families and further develop the social security and social protection systems to support domestic consumption. The release of the Plan in late 2010 came at a time when China's national inflation rate reached a two-year high, with the poorest families most affected by **rising food prices**.

In 2010, China released the **new National Plan of Action for Children (2011-2020)**, outlining the Government's main policy framework for implementing the CRC and supporting progress on the MDGs over the next ten years. In a significant development, and partly as the result of UNICEF advocacy, the new NPA introduces social welfare for children as a priority area, representing a breakthrough that will contribute to a more systematic design of child welfare initiatives and a comprehensive systems-based child welfare approach.

In 2010, on the basis of data on child survival, development and protection presented in the **newly-published *Children in China: An Atlas of Social Indicators***, UNICEF maintained ongoing dialogue with government counterparts to highlight recent achievements for children and outstanding priorities. Developed in collaboration with NWCCW and the National Bureau of Statistics, the Atlas helped to identify the most disadvantaged children in the country and increase awareness of disparities amongst children from different regions and population groups. The most disadvantaged children in China include:

1. **Children affected by migration**, including the 27 million children who have moved to cities with their migrant worker parents, but lack urban residence status and access to basic social services; and the 55 million children of migrant parents left behind in rural areas, often under inadequate care conditions.

2. **Children living in poor, rural and remote communities.**, Based on the World Bank's poverty measure of per capita consumption under US \$2 per day, UNICEF estimates that out of China's total population of 1.33 billion people, over 100 million children are poor. China continues to rank fifth highest in the world for number of deaths of children under the age of five (347,000 in 2009). The under-five mortality rate in rural areas is around three times that in urban or coastal areas, due to poorer access to quality health services and financial means. Access to education, clean water and sanitation also lag in these areas.

3. **Children affected by disasters.** China is prone to a range of natural disasters, with roughly 200 million people affected each year. The impact of these disasters tends to be greatest on the poorest and most vulnerable, as witnessed in 2010 in the Yushu earthquake, Zhouqu mudslide and southwestern China drought emergencies, all of which struck poor areas where development indicators lagged behind national averages, even before the emergency. The Yushu earthquake and southwestern China drought also struck areas with large **ethnic minority populations**.

4. **Children and women affected by HIV/AIDS.** Women increasingly make up a greater proportion of people living with HIV/AIDS, from 15% in 1998 to 30% of the estimated 740,000 people living with HIV in China in 2009. Only 22.4% of the estimated HIV-positive pregnant women have access to PMTCT services.

5. **Other vulnerable children.** These include street children, unaccompanied children, working children and children with disabilities.

3. CP ANALYSIS & RESULT

3.1 CP Analysis

3.1.1 CP Overview:

The launch of the equity strategy in 2010 prompted renewed analysis and productive office-wide discussion of how UNICEF can better work to realize the rights of the most vulnerable children. Building on the work of previous years, UNICEF helped to further push the equity agenda in 2010, by strengthening the evidence and knowledge base to inform national policies, programmes and budgets; clarifying the conceptual basis for pilot initiatives; and advocating for policy advances for children. End-cycle evaluations conducted in 2010 were an opportunity to comprehensively review UNICEF pilots at community level to generate and synthesize evidence in support of policy advocacy and reform discussions. A noteworthy development in 2010 was significant progress on the piloting of a child welfare package for vulnerable children, accompanied with policy-level work on developing a new Child Welfare Act. In 2010, UNICEF also provided significant humanitarian assistance to children and women in emergencies.

Much of the work in 2010 concentrated on applying the lessons learned in the last five years to design a more consolidated and focused new country programme (2011-2015). Intense planning sessions with government counterparts led to the development of the new CPD and CPAP, focusing on: (1) Upstream-policy-engagement and evidence-based advocacy, (2) Sector reforms and system approaches in health, education, HIV, WASH and child protection, and (3) Leverage of information and communication technologies to provide models for the government to expand nationwide UNICEF-supported initiatives in education, ECD and climate change.

In 2010, UNICEF collaborated with other UN agencies to conduct a review of the 2006–2010 UNDAF and launch the 2011–2015 UNDAF. Adopting an explicit equity focus and closely aligned with UNICEF’s strategic results, the new UNDAF outcomes are: (1) Government and other stakeholders ensure environmental sustainability, address climate change, and promote a green, low carbon economy. (2) The poorest and most vulnerable increasingly participate in and benefit more equitably from China’s social and economic development. (3) China’s enhanced participation in the global community brings wider mutual benefits.

3.1.2 Programme Strategy

3.1.2.1 Capacity Development:

UNICEF-supported capacity development has resulted in improved capacity to analyze the situation of children, provide quality basic services, and implement policies for the realization of children's rights. The year saw the introduction and/or expansion of a variety of innovative initiatives. Some key highlights from 2010 include:

1. Government capacity to monitor and analyze the situation of children improved, with UNICEF-supported capacity development resulting in enhanced child-focused data management and analysis at the National Bureau of Statistics.

2. ICT-enabled distance education and “virtual classrooms” introduced to train teachers on interactive teaching techniques and expand UNICEF’s reach and coverage in ECD and Child-Friendly Schools. In 2010, the method was tested in 500 schools. If proved effective, it will become the primary mode of future teacher training.

3. Mobile teacher resource support system introduced to provide on-the-spot guidance to teachers in remote, rural areas who would not otherwise access training opportunities.

4. Grassroots-level capacity to provide quality basic services enhanced. In the child protection sector, UNICEF contributed to the development and professionalization of social workers and other service providers to support the establishment of integrated and multi-disciplinary child protection systems in pilot communities. UNICEF also supported extensive technical training of grassroots-level staff, with 10,000 rural healthcare providers trained in MCH. In the Sichuan earthquake zone, some 500 MCH staff from 271 township hospitals were temporarily seconded to higher-level teaching hospitals for three-month advanced clinical studies. Upon returning to their grassroots-level post, the seconded staff were able to provide higher-quality care to the most vulnerable children and women.

5. Emergency preparedness in natural-disaster-prone areas improved. UNICEF trained health workers on concrete actions to mitigate hazard and reduce risk, as well as on technical knowledge to manage water and sanitation in emergencies.

6. International exchange visits conducted to facilitate knowledge and experience exchange. In 2010, UNICEF-China supported the visit of a delegation from MCA and MofCom to South Africa and Egypt to learn about social assistance programmes and poverty reduction strategies in those countries. The visit has since contributed to enhancing the design and implementation of child-focused social protection programmes in China.

3.1.2.2 Effective Advocacy:

UNICEF employed evidence-based advocacy to influence policy, leverage scale-up of successful interventions, engage the public, and increase awareness of and build support for children's rights. Highlights of UNICEF-supported advocacy in 2010 include:

1. Increased government budgetary allocations for the most vulnerable children and women. Recommendations made to MOH by UNICEF, UNAIDS and WHO on strategy options for scaling up PMTCT contributed to the central government's commitment to invest US\$125 million in 2010, expanding national PMTCT coverage from 15.1% in 2009 to 48.5% by 2010.

2. Scaling up of successful pilot interventions. On the basis of survey data showing a 50% decrease in anaemia among children in pilot counties using the UNICEF-supported "Ying Yang Bao", China's first-ever micronutrient-fortified food supplement modelled on international standards, MOH announced its intention to replicate this approach for children in poor rural areas nationwide.

3. Policy dialogue and development. UNICEF advocacy, supported by research and studies on family education legislation in other countries, led to a draft Law on Family Education, now before the National People's Congress, bringing family education legislation onto the mainstream legislation agenda.

4. Increased awareness and changed mindsets among policymakers. During the opening ceremony of the 2010 "Opportunities and Dreams" Summer Camp, children affected by AIDS spoke to a high-level audience gathered in the Great Hall of the People about their dreams and the comprehensive social services necessary to make those dreams come true. This was a major step forward in mobilizing opinion and generating awareness at some of the highest levels.

5. Increased awareness among the public. In 2010, UNICEF took advantage of the unique platform offered by the World Expo in Shanghai to advocate for children's right to expression and inform the public at the Expo about children's lives, dreams and perspectives through the medium of children's short films.

Both the Summer Camp and World Expo experiences show that children are the best advocates; UNICEF's role is to provide them with opportunities.

3.1.2.3 Strategic Partnerships:

In 2010, UNICEF continued to build upon strategic alliances, including:

1. Partnership with critical government decision-making bodies, including LGOP, NDRC, MOF and MCA, to ensure a child focus in social policy and economic analysis. These partnerships led to a more child-sensitive design and greater coverage of China's poverty reduction programme; child-focused adjustments in rural and urban social protection schemes; strengthened child-sensitive investments and policy measures in China's next Ten-Year Poverty Reduction Strategy (2011–2020); and child-focused considerations in the development of China's 12th Five-Year Plan for Social Development. UNICEF's collaboration with MOF on international financing options for ECD programmes contributed to the central government's recent decision to significantly increase investment in ECD.

2. Partnership with grassroots-level networks on advocacy and social mobilization for the rights of women and children. Through its partnership on family education with ACWF, UNICEF has been able to tap into a vast network of women in villages, towns and counties across China, and promote rights and gender equality at the family level.

3. Partnership with domestic and international academic institutions and experts, mobilizing top-quality technical support. In 2010, UNICEF continued to partner with the London School of Hygiene and Tropical Medicine, Karolinska Institute and Peking University in maternal and child health, while a new partnership was developed with Huazhong Science and Technology University to review China's child health insurance system. Additionally, partnership with education/social work/psychology experts from Qinghai Normal University in the aftermath of the Yushu earthquake allowed UNICEF to draw on local knowledge and expertise, facilitating rapid, culturally-appropriate programming.

4. Partnership with other UN agencies. Together with UNDP, UNESCO, UNIFEM, UNIDO, UNFPA, UNV, ILO and WHO, UNICEF is implementing a three-year joint programme on Youth Employment Migration, as well as other joint UN programmes.

5. Regional partnerships. In 2010, UNICEF played a leading role in facilitating inter-country partnerships and convening decision makers around the cause of children. This is best exemplified by the High-Level Meeting, which brought together ministerial delegates from 28 countries and resulted in stronger cooperation among Asia-Pacific nations and renewed political commitment to address disparities in advancing children's rights.

3.1.2.4 Knowledge Management:

In 2010, UNICEF supported knowledge management initiatives to contribute to the knowledge base, influence policy and improve programme effectiveness. Highlights include:

1. Closer monitoring of the situation of children and women and tracking/dissemination of key social development indicators. In 2010, UNICEF supported the development of a Geographic Information System to monitor arsenic content in water and track arsenicosis epidemiology. UNICEF also supported data collection in urban areas for a new national nutrition survey, with work to continue in rural areas in 2011. Analysis of the survey data will allow urban-rural and poor-rural breakdown, providing a clearer picture of the situation of the most disadvantaged. UNICEF continued its partnership with NBS to maintain and update national and

provincial-level data on social development indicators, providing data for the 2010 Government MDG report and helping to increase reliance on data in fine-tuning policies and identifying areas where greater work is needed to reduce disparity.

2. Enhanced domestic knowledge of international best practices. In 2010, UNICEF and MOE continued to develop a bilingual knowledge management website, with content covering early education, school quality, disaster risk reduction and non-formal education. To date, nearly 100 policy documents, research papers, training manuals and collections of best practices have been summarized and uploaded. By helping administrators, academics and policy-makers access international research and technical documents previously unavailable to them because of the language barrier, UNICEF is helping to influence the development of domestic educational policy, informed by international experiences.

3. China's experience shared through publication of programme results and research activities in peer-reviewed international literature. In 2010, UNICEF health staff were co-authors of three significant publications submitted to the Lancet, all of which were accepted for peer-review. Increased dissemination of China's successful experiences is critical to supporting South-South cooperation.

4. Improved programme effectiveness moving forward. As 2010 was the last year of the current programme cycle, a key area of work was objective, scientific and independent performance assessment, as a strategy to improve future programme implementation. For example, evaluation of the Child-Friendly Spaces, first introduced in 2008, synthesized best practices and lessons learned for future emergency operations.

3.1.2.5 C4D Communication for Development:

Communication for development is a key element of all UNICEF programme components. Highlights from 2010 include:

1. Remarkable results achieved using the COMBI approach. In 2010, the Communication for Behavioural Impact (COMBI) approach was applied in Sichuan-earthquake-affected and ethnic minority areas with excellent effect in over 80% of target households. One especially noteworthy result was the dramatic increase in the rate of exclusive breastfeeding for six months in project areas, from 18.7% in 2009 to 78.2% in 2010, and reaching 100% in some project villages.

2. C4D conducted by young people for young people. UNICEF's initiatives on HIV prevention among young people are rooted in effective C4D. In 2010, the 3,000-member-strong Youth Ambassador network, managed and led by young people, reached over 420,000 out-of-school young people in high-HIV-prevalence areas and young migrants in cities with participatory HIV prevention and peer education activities.

3. Innovative, culturally-sensitive family education techniques introduced. In partnership with ACWF, in 2010, UNICEF introduced innovative models of disseminating parenting knowledge and skills, drawing on local customs, such as folk opera and drama traditions. UNICEF is monitoring the impact of these interventions to assess changes in parents' attitudes and behaviour and in indicators for child care and development. UNICEF also supported an informal "parent-to-child" ECD programme, leading to increased community awareness on the importance of quality, age-appropriate school preparedness interventions.

4. C4D conducted around emerging issues. In 2010, UNICEF supported the MOH before and during a difficult public response to a national measles campaign, providing training on risk communication and a public response to adverse media at the time of the campaign. Mistrust of vaccination campaigns in the media is new and requires UNICEF to assess and undertake additional, targeted C4D initiatives as necessary.

5. Successful C4D scaled up by local governments. In 2010, evaluation of the UNICEF-supported WASH-in-Schools initiative found substantial increases in rural students' knowledge on sanitation and practice of hygienic behaviour. This persuaded local governments to invest their own funds in expanding this approach, reaching more children with health education and hygiene knowledge.

3.1.3 Normative Principles

3.1.3.1 Human Rights Based Approach to Cooperation:

In 2010, the principles of a Human-Rights-Based Approach to Programming continued to guide analysis, programme design, implementation and monitoring, all conducted with a view to addressing inequalities and disparities. All Country Office programme and planning staff were trained in HRBAP during a PPP training workshop in June 2009, ensuring that HRBAP principles were operationalized in 2010, not only in programme implementation, but also in the context of developing the new Country Programme and UNDAF.

The preparation process leading up to the July 2010 submission of China's 3rd and 4th combined Periodic Report on CRC implementation provided a unique opportunity to review China's progress in protecting and promoting the rights of children in the seven years since 2003, when the last Periodic Report was submitted. The inter-ministerial consultations that UNICEF supported to develop and finalize the content of the report served to identify and raise awareness of remaining gaps in the full realization of children's rights. The voices and concerns of children were heard in this process, through their participation in consultation meetings.

Special attention continued to be given to reaching the most vulnerable, including migrant children and children left-behind by migration, ethnic minorities, children living in poor, rural and remote communities, street children, unaccompanied children, working children, children with disabilities and children affected by HIV/AIDS. For example, through the Local Action for Rural Children (LARC) component, UNICEF supported improved access to basic social services for the most vulnerable women and children in 20 of the poorest counties in China. At the policy level, UNICEF continued to support government efforts to update China's legislation and policies towards CRC norms and standards, and advance the development of a comprehensive social welfare system to protect the rights of the most vulnerable children.

In 2010, HRBAP was also reflected in UNICEF's emergency responses to natural disasters. In the aftermath of the Yushu earthquake, Zhouqu mudslide, and drought in southwestern China, UNICEF's response, guided by the Core Commitments for Children, focused on protecting the right of children and women to survival, development, participation and protection.

3.1.3.2 Gender Equality and Mainstreaming:

In 2010, women's rights and gender equality continued to be at the heart of UNICEF's work. Programme activities were conducted with a view to promotion of progress towards achievement of MDG 3. For example, in partnership with the State Council Leading Group on Poverty Alleviation and Development, UNICEF worked with local communities and authorities to conduct capacity and vulnerability analysis and enhance knowledge and awareness of the needs of women in the context of both rural poverty reduction programmes and the ongoing reconstruction programme in the Sichuan earthquake zone. This work helped to ensure that gender-sensitive elements are included in both emergency and non-emergency settings.

As in previous years, two key challenges continued to hamper gender mainstreaming (GMS) in situation assessment and analysis and other elements of the country programme. First was the lack of systematic sex-disaggregated data: excepting

education, sex-disaggregated data do not exist for under-five mortality ratio, infant mortality ratio, malnutrition and other key social indicators. As such, evidence-based gender gaps cannot be concretely identified. Second, it remained difficult to implement independent data collection initiatives.

One new development in 2010 was the office's creation of an internal cross-sectoral gender cluster in follow-up to UNICEF's new Gender Policy. The gender cluster strengthened strategic cross-cutting programming to support analysis of and response to gender inequality. The gender cluster also promoted further discussion within the office on two key gender inequality issues: skewed sex ratios at birth in favour of males, and the high rate of female suicides in rural areas. The realization that the sex ratio issue cannot be satisfactorily and sustainably addressed until appropriate old-age social security measures are in place for rural families catalyzed a commitment to additional work on social security and safety net issues, which will come to the fore, starting next year.

3.1.3.3 Environmental Sustainability:

In 2010, as part of the joint UN programme on climate change, UNICEF continued to support policy development and build capacity among government partners. New research findings on the impact of climate change on groundwater were presented at various forums and conferences to advocate for enhanced cross-sectoral cooperation in continued monitoring, development of technical standards, and improved conservation efforts.

In the context of its emergency programmes, UNICEF introduced capacity-building on climate change and environmental sustainability as part of its medium-term response to natural disasters. For example, in areas in southwestern China affected by severe drought, UNICEF trained local communities and education and water resource authorities on the relationship between environment, climate change and disaster, and on managing water and maintaining health in drought conditions.

A China climate change assessment was conducted with the support of the Regional Office, and additional entry points for UNICEF programming were identified, playing a critical role in guiding the development of the new Country Programme (2011-2015), which will include innovative elements to address climate change and its implications for children. A critical area of work in 2010 was extensive dialogue with government counterparts to enhance awareness of the importance of climate change and environmental sustainability issues for children and women. As a result of that dialogue, the following interventions were agreed upon:

1. Climate change mitigation and adaptation approaches will be included within the education programme, including in curriculum content, Project-based Learning using ICT and collaborative inquiry approaches.
2. The WASH programme will provide technical expertise to the education initiatives and support capacity-building for addressing the effects of climate change and environmental degradation on water quality.
3. Building on the success of previous work on budgeting and governance for children, UNICEF's social policy work will support the alignment of responsibilities, resources and incentives across government levels to promote a child-sensitive perspective in government measures to address climate change, including in the implementation of appropriate legal, regulatory and policy frameworks at the local level.

3.2 Programme Components:

Title: *Knowledge and advocacy for children (Cross-cutting components)*

Purpose:

The Knowledge and Advocacy for Children programme focuses on Data for Children and Communication and Partnership for Children.

Data for Children

The Data for Children component contributes to enhanced capacities and mechanisms for monitoring and evaluation of effective policy implementation in the social sectors (UNDAF outcome 2). It promotes improved competence in data collection, management and utilization at provincial and prefecture levels with continued capacity building. The result expected from UNICEF's cooperation is the systematic monitoring of the situation of children for NPA, CRC, MDG and other processes through the collection, management and dissemination of timely, reliable, disaggregated data.

Communication and Partnership for Children

The Communication and Partnership component fosters advocacy for priority child rights issues through partnerships with children's and women's networks and media organizations at the national level. It aims to promote young people's participation in child rights advocacy through school and youth organization campaigns, as well as through the community capacity-building process. It focuses on key behaviour change messages highlighted in the country programme, undertaking initiatives to empower young people with the knowledge and skills required to make informed decisions about their lives.

Resources Used

In US Dollars

Resources	427,750
Regular Resources	160,000
Regular Resources	129,000
Regular Resources	128,750
Thematic Humanitarian Response	10,000

Result Achieved:

Data for Children

The project continued to support NBS in maintaining DevInfo databases and related publications for monitoring and evaluation of development goals such as the NPAs and MDGs. Over the past five years, NBS has developed its own capacity in managing the DevInfo database with improved data management and analysis ability. As of end-2010, DevInfo databases are being maintained at national level, in all 31 provinces, and in 80% of prefectures. Indicators have been expanded in response to the changing national context and China's need to track more indicators covering broader aspects of social development. Data are disaggregated to the extent possible.

In 2010, a series of Social Progress atlases were produced and published with updated data and analysis for end-term evaluation of the NPAs at national level and in all 31 provinces. More efforts were made on data quality review for this year's publication, with good practices shared among provinces. A merged database to house the statistics presented in the national and 31 provincial Social Progress atlases is being constructed for a wider and more efficient use of data.

The end-cycle project review conducted in 2010 found that in addition to an improved M&E mechanism for the NPAs and enhanced technical skills, the project contributed to increased commitment to provide better statistical services for policy-making. However, development of the DevInfo database is uneven. In general, increased demand for data quality, improved indicator frameworks and greater cooperation between data users and

data providers are needed to address the long-standing challenges of work in this sector.

Communication and Partnership

UNICEF continued to support young people's participation in awareness-raising and behaviour change campaigns and community capacity-building.

Through the partnership with CCPPG, 1.7 million students/teachers from 22,195 schools were mobilized to participate in school-based advocacy campaigns addressing HIV-AIDS, child injury prevention, children's right to expression and media education.

HIV-AIDS peer education campaign outreach was further expanded to 2 million young people, and a peer-to-peer training module was improved to help effectively communicate key messages on HIV-AIDS.

Nationwide, 10 million children and teenagers were reached by the UNICEF-supported child injury prevention campaign. Among them were 1 million participants aged 9-15 from more than 20,000 schools in 300 cities/counties in 30 provinces, whose capacity to protect themselves from injuries and risks was increased through educational/training activities.

Through the "Listen to Children" campaign, the importance of children's right to expression at schools and at home was reinforced. The campaign reached 2 million students from 500 schools in 13 provinces. Teachers and parents were educated and equipped with knowledge/skills in school psychological support and on effective communication between parents and children. A network of volunteers was also expanded to respond to children's letters/phone calls seeking help with problems/issues affecting their life.

The expansion of the child participation initiatives was constrained by limited financial resources and institutional factors. Although advocacy campaigns and capacity-building interventions significantly contributed to the promotion of children's right to participation, institutionalized mechanisms are not yet in place to support children's empowerment and role in policy-making processes. Mechanisms are also missing to assess the effectiveness and quality of messaging for behavioural and attitude changes.

UNICEF continued to work with CCPPG on media education for children, including at the 2010 Shanghai Expo, where an event focusing on children's right to expression and participation in media increased the public's awareness.

In cooperation with ACWF, important concepts and messages about child rights and participation were delivered to 240 women's federation officials from 180 counties in 8 provinces.

In 2010, frequent media coverage of UNICEF-supported projects, advocacy campaigns and celebrity partnerships contributed significantly to the increased public awareness of children's priority issues and higher visibility of UNICEF. Strategic long-term partnerships with major mainstream media were strengthened to maximize public outreach and build a sustainable, supportive environment for child rights advocacy. In support of Global Handwashing Day, a PSA starring actor Chen Kun as UNICEF Special Advocate for Global Handwashing Day was broadcast on CCTV's Children's Channel, reaching millions of viewers.

While long-term partnerships with mainstream media were strengthened to increase public awareness of the situation of children and UNICEF visibility, additional efforts are required and will be made in 2011 to build alliances with key digital media for on-line outreach and public engagement.

Future Workplan:

Under the new Country Programme (2011-2015), UNICEF, jointly with UNFPA and NBS, will continue to improve collection and dissemination of relevant, reliable and disaggregated data for monitoring the situation of children and women under the framework of the new NPAs and other development indicators, aiming to support more evidence-based policy-making for the equitable realization of child rights in China. Building on existing capacities and in response to ongoing challenges, UNICEF will focus on systematic integration of indicator frameworks, more purposive data disaggregation, better data quality and thematic analysis, and wider use of disseminated data, through encouraging partnership, enhancing capacity-building, and diversifying the formats of publications. UNICEF will strategically select provinces/prefectures, considering local commitment and resources to demonstrate good practices, while giving special attention to poor western provinces where capacity is still weak. In the new cycle, UNICEF will also seek appropriate approaches to expand the utilization of existing national census and sample survey systems.

As for the Communication and Partnership component, in line with the overall communication strategy developed for the next programme cycle, the structure of the project will be adjusted to focus its resources on public awareness-raising and promotion of key attitude and behaviour changes through expanded media partnerships and enhanced celebrity support. The child participation approaches will now be incorporated into all programme components. Strategic partnerships will be developed with selected digital media organizations to educate Internet users and stimulate public interaction for key behaviour and attitude changes to ensure children's rights. Linkage between communication and fundraising objectives will be improved to leverage greater resources and support to the Country Programme.

Title: *Health and nutrition*

Purpose:

Contributing to China's UNDAF outcome 1, the Health and Nutrition programme aims to reduce disparities in child survival and maternal health (addressed by MDGs 4 and 5) in western provinces and in cities with large migrant populations. It is a large and diverse programme, with activities in 264 localities, almost 10% of China's counties and districts. The main objective of the programme is to stimulate the development of policies and guidelines that contribute to improving the rights of all children in China to survival, growth, and development; and the rights of women to good health during their years of reproductive age, focusing on reducing disparities, improving equitable access to quality, gender-sensitive and effective health and nutrition care and services, and related information; and raising the profile of and priority given to child injury prevention (CIP) in China.

Key expected results include: (i) an essential package of cost-effective and high-impact interventions tested and scaled up; (ii) communication strategies for improving family and community care practices demonstrated and scaled up; and (iii) policies, guidelines, and standards on the essential package and associated commodities strengthened and implemented, with improved access among remote, rural, poor, ethnic minority populations, children affected by HIV, and children of migrants in urban settings.

There are four AWP: (i) Maternal and Child Health (MCH), (ii) Nutrition, (iii) Disease Control and Immunization, and (iv) Child Injury Prevention and Non-Communicable Disease Control. The principal programme counterparts in 2010 were the MOH and its associated Departments, Divisions and Institutes; institutes within PKU; NWCCW and its local chapters; the Global Alliance for Improved Nutrition; China Consumers Association; State Council Development Research Foundation; China Nutrition Society, and the

International Life Sciences Institute in China. UNICEF China also worked closely with the Karolinska Institute, London School of Hygiene and Tropical Medicine, UNITAID, WHO, UNFPA and members of the UN Theme Group on Health in Beijing.

Resources Used:

(Amounts are in US\$)

Total approved budget as per CPD	\$5,580,000
Total actual available by end of 2010	\$10,024,503
RR available by end of 2010	\$1,957,500
ORR available by end of 2010	\$4,796,550
ORE available by end of 2010	\$3,270,453
List of donors and amount of contributions (ORR)	\$4,796,550
Hong Kong Committee for UNICEF	\$1,486,702
UN Foundation	\$1,104,683
UNICEF China (Check Out for Children)	\$358,477
Spanish Government - MDG Funds (Nutrition & Food Safety)	\$339,083
Bill & Melinda Gates Foundation	\$242,569
Spanish Government - MDG Funds (Culture & Development Partnership)	\$238,432
Swedish International Development Agency - SIDA	\$232,741
UNICEF China (Pampers)	\$177,351
UNICEF China (GlaxoSmithKline Biological Shanghai Ltd.)	\$139,499
The United States Centers for Disease Control and Prevention (CDC)	\$138,876
United Kingdom Committee for UNICEF	\$88,892
Thematic-HIV/AIDS and Children	\$60,523
UNICEF China (Suzhou Chint)	\$52,966
United States Fund for UNICEF	\$50,000
UNICEF China (Individual & SME donors)	\$49,530
Australian Committee for UNICEF	\$27,500
Thematic-YOUNG CHILD SURVIVAL & DEVELOPMENT	\$8,725
List of donors and amount of contributions (ORE)	\$3,270,453
Hong Kong Committee for UNICEF	\$2,688,600
United States Fund for UNICEF	\$186,920
Thematic Humanitarian Response	\$186,255
Canadian International Development Agency - CIDA	\$85,000
Australian Government Overseas Aid Program - AusAID	\$83,000
UNOCHA - Central Emergency Response Fund (CERF)	\$40,678

Result Achieved:

Maternal and child health (MCH)

Evaluations of major project components in 2010 showed that the UNICEF mother-baby package (MBP) decreased maternal mortality at an average annual rate of 20.5% during 2005–2009, compared to 10.8% for all rural counties. Child mortality fell by 11.4% annually over the same period, versus 4.8% in rural China. HIV transmission was 30% lower in PMTCT project counties than the national average. Hospital delivery rose 38% in MBP project counties and, at 97.4%, exceeds the national average. Household practices on infant and young child nutrition improved 350% (to 59%) for early initiation of breast-feeding (BF) and by 46% (to 88%) for appropriate complementary feeding, but exclusive BF for six months remains low (26%). The MBP was scaled up province-wide

by four provincial health bureaus, expanding its reach from 1.5 million children and 0.3 million women in 2006, to 7.1 million children and 1.46 million women in 2010.

UNICEF contributed to the new five-year plan on MCH and health promotion, and NPAs for children and women. New guidelines on emergency health relief for children, kindergarten management (including health standards), PMTCT and immunization of HIV-positive infants were issued, a PMTCT costing analysis was undertaken with UNICEF support, and a substantive research programme was initiated. The COMBI approach was applied in earthquake and ethnic minority areas with significant impact – the 18,360 households reached to date represent 83.5% of the 22,000 households with infants exposed to inappropriate feeding practices in pilot areas, and the 6-month exclusive BF rate increased from 18.7% in 2009 to 78.2% in 2010.

Nutrition

UNICEF supported development of the Nutrition Improvement Management Rule and the 2011–2020 Food and Nutrition Development Plan.

In 2010, substantive field piloting of CFS was introduced in eight Sichuan-earthquake-affected counties, three minority counties, and other areas. In total, UNICEF is supporting 35,000 children aged 6–23 months and their families with communication, counselling, and daily CFS. It is anticipated that the high anaemia rates (averaging 57%) will drop by 30%. Moreover, the design has informed MoH's proposal to MoF for funding of CFS in over 500 poor rural areas to address VMD, providing massive leverage for UNICEF's work.

UNICEF supported the first government-initiated multi-sectoral meeting on food fortification to combat VMD. A working group was established to develop related guidelines in 2011, using information/material prepared or supported by UNICEF.

UNICEF is supporting revitalization of the BFHI. Although BF rates remain low, increased attention to BF amidst concerns about milk powder safety is encouraging.

UNICEF-supported monitoring of household consumption of iodized salt showed progress in high-risk areas but a decline in coastal areas. UNICEF co-sponsored research also verified that USI is not causing excessive iodine intake, countering claims of physicians blaming it for a claimed increase in thyroid diseases

Disease Control and Immunization

During China's 2010 national measles campaign, UNICEF supported government on risk communication in the context of mistrust of the EPI expressed for the first time in the media.

UNICEF prioritises EPI access for poor/migrant/left-behind children. In 2010, routine EPI sub-project counties increased to 24, in seven provinces. In the 16 original counties, independent evaluation affirmed increased coverage of BCT/OPV/DPT/measles/HepB. HepB birth-dose coverage increased 116% (to 74.7%), and HepB3 coverage increased 47% (to 95.4%). Adoption of UNICEF-supported interventions (school-entry vaccination; performance evaluation) in all counties of all project provinces demonstrated that local implementation of national policy was kick-started by UNICEF.

UNICEF continued to support China's Child Immunization Registry Information System and related policies/guidelines. All UNICEF EPI pilot areas (24 routine, 36 emergency and 8 migrant pilot counties) have introduced it.

Child Injury Prevention (CIP)

Activities focused on national advocacy and on evaluation in field project sites in Jiangxi and Beijing. NWCCW included CIP in the NPA-Children as a priority for 2011–2020, and

local WCCW in UNICEF pilot provinces formulated detailed plans. UNICEF supported government to finalize guidelines which will be used nationwide.

Among constraints affecting CIP's implementation are insufficient support and implementing mechanisms (except in pilot provinces) for CIP, absence of detailed guidelines on recommended actions, the fact that the surveillance and monitoring systems piloted successfully by UNICEF and China CDC have yet to be rolled out, and the difficulties in replication linked to vertical government programmes that are transitioning to become decentralized.

Future Workplan:

UNICEF's new Health and Nutrition programme will follow a health systems approach and support predominantly new activities in 2011-2015. The overall objective is that through application of this approach, and support for China's health sector reform, poor and vulnerable children and women will enjoy a better health and nutrition status, and protection from disease and impoverishment due to ill health, in line with 2011-2015 UNDAF outcome two. The following key results are expected:

1. Policies, standards and strategies that better address national and international priorities and assure equitable access to quality health services, human resources and commodities for poor and vulnerable communities,
2. Objectively improved levels of health literacy among leaders and beneficiaries, and
3. Health management information systems in pilot areas that provide regular, objective, disaggregated, cross-sectoral and reliable data on a broader range of indicators.

Three projects (MCH, Nutrition and Disease Control and Prevention (DC&P)) will be implemented, each including elements of some or all six WHO health system building blocks, plus health literacy/demand creation. The focus will be poor and vulnerable beneficiaries in six western provinces (Tibet, Xinjiang, Qinghai, Gansu, Guizhou and Sichuan), as well as urban migrants and other children in selected eastern and central provinces. Pilot sites will be selected according to UNICEF's focus on equity. Pilots will be shorter than in the previous cycle, and an integrated approach will be taken, with MCH being defined broadly to include ECD and nutrition screening, EPI and health literacy. Materials and strategies introduced successfully during 2006-2010 will form the basis for some activities; others (e.g. child overweight) will demand new approaches.

The new programme is anticipated to focus on the 1,000 days from conception to a child's second birthday. Acknowledging the parallel burdens of stunting, VMD and burgeoning obesity, BF, appropriate IYCN and reduction of VMD, including IDD, will be prioritised. Systems elements such as policy and governance, financial allocations/social health insurance, quality of care, human resource strengthening, integrated information and data, and access to supplies will be included. Practical but multisectoral solutions to the problems of child overweight and child injury will be sought.

Title:

HIV/AIDS

Purpose:

The HIV/AIDS programme focuses on child-centred policy development and resource mobilization for: (a) the care, treatment and protection of children affected by HIV/AIDS; and (b) a reduction in children and young people's vulnerability to HIV, including the stigma and discrimination experienced by children and families.

The goal of the UNICEF HIV/AIDS programme is to contribute to the children- and adolescents- directed results of the 2006–2010 National HIV/AIDS Action Plan with respect to the MDGs and HIV/AIDS UNGASS goals. The main strategies are knowledge acquisition and dissemination, development of strategic information on children’s vulnerability, local capacity building, partnerships and children’s participation. This programme directly contributes to MDG4 – Reduce child mortality, MDG 5 – Improve maternal health, and MDG 6 – Combat HIV/AIDS, malaria and other diseases. It also contributes to UNDAF Outcome 4 to “increase access to and utilization of comprehensive prevention, treatment, care and support services for HIV/AIDS”, the WFFC goals to “promote healthy lives” and “combat HIV/AIDS”, and the UNICEF MTSP priority area on HIV/AIDS.

The four Annual Work Plan areas are: (i) Family Community Care for Women and Children living with HIV; (ii) Care and Protection of Children and Families Affected by HIV/AIDS; (iii) Primary Prevention and the Reduction of HIV Vulnerabilities, Stigma and Discrimination; and (iv) Partnership for Children and AIDS. The UNICEF-GoC collaboration on HIV/AIDS is coordinated by the State Council AIDS Working Committee Office (SCAWCO), the secretariat of the ‘one coordinating mechanism’ located in the Ministry of Health (MOH). MOH, the Ministry of Education (MOE), the Ministry of Civil Affairs, the Ministry of Justice, and mass organizations including the All-China Women’s Federation (ACWF), the Youth League (CCYL) and the China National Committee for the Care of Children (CNCCC) implement UNICEF-GoC projects.

Resources Used:

In US dollars

Total approved budget as per CPD	\$2,155,900
Total actual available by end of 2010	\$3,354,561
RR available by end of 2010	\$1,054,000
ORR available by end of 2010	\$1,403,561
ORE available by end of 2010	\$897,000
List of donors and amount of contributions (ORR)	\$1,403,561
UNICEF China (Individual & SME donors)	\$581,900
Hong Kong Committee for UNICEF	\$359,369
United Kingdom Committee for UNICEF	\$186,148
UN AIDS	\$107,298
UNICEF China (GUCCI)	\$74,733
Australian Committee for UNICEF	\$50,990
Consolidated Funds from NatComs	\$42,359
Thematic-HIV/AIDS and Children	\$764
List of donors and amount of contributions (ORE)	\$897,000
Hong Kong Committee for UNICEF	\$897,000

Result Achieved:

In 2010, UNICEF continued working with partners to ensure the national “Four Frees and One Care” AIDS policy was effectively implemented at local level. This included providing small grants, vocational/animal husbandry trainings, health trainings, ARV-adherence monitoring and other assistance to families affected by HIV. HIV-positive women’s groups supported by UNICEF showed decreased loss to follow-up, improved drug adherence, and improved uptake of PMTCT/paediatric care services. In pilot areas, loss to follow-up decreased from 10% to < 5%. Community outreach case managers raised early ARV treatment rate from 30% to 60%, and drug adherence levels from 60% to

95% among women in the programme. Guidelines/IEC materials/good practices on psychosocial support were developed/disseminated for national scale-up.

Advocacy by UNICEF on non-exclusive support of all vulnerable children, including children affected by AIDS, increased MCA's awareness of the need to develop a national child welfare/protection system. UNICEF supported MCA to develop the "Child Welfare framework", with demonstration pilot sites in 120 counties. This included supporting the launch of the Child Welfare Expert Commission, and developing the child vulnerability and welfare monitoring tool, leveraging RMB 20 million from the central government for information collection/sharing.

In 2010, UNICEF successfully supported academic institutions, MCA, MOJ and CNCCC to develop a scientific knowledge base. Good practice/lessons learned on family and community support for children affected by AIDS were integrated into the draft 12th Five-Year Plan for Child Welfare. And in October, the State Council issued a landmark policy document calling for government at all levels to allocate special funds to cover living expenses for orphaned children and provide child welfare services.

The Opportunities and Dreams Summer Camp for Children Affected by AIDS was held at the national level and in 31 provinces in August.

HIV prevention among young people and stigma reduction continued to be a priority. UNICEF supported the Youth Ambassador network to conduct participatory HIV prevention. Through their work, the 3,000 Youth Ambassadors reached 420,000 out-of-school young people in high-HIV-prevalence areas and young migrants working in cities. Over the last five years, Youth Ambassador Alliances and provincial youth-HIV-prevention-networks have been integrated into provincial HIV responses. The "Unite for Children, Unite against AIDS" website, managed by the Youth Ambassadors, served as a national information-sharing platform, reaching 4 million hits in 2010.

In collaboration with CNCCC, UNICEF supported MOJ to develop the curriculum on drug and HIV prevention/treatment for young people in juvenile reformatories. This life-skills-based programme has been scaled up by MOJ to centres in 24 provinces. UNICEF also worked with MOJ to develop policies related to HIV testing/disclosure/treatment/referral for youth in closed settings. In addition, the HIV prevention curriculum has been integrated into the standard entry-and-exit education package in 50 reformatory centres in 4 provinces.

UNICEF-supported life-skills-based HIV prevention education also fed into the Guideline for Health Education in Schools. In 2010, UNICEF worked with MOE to launch the China Teachers Health Education Web, an online resource centre for rolling out the national health education curriculum.

UNICEF's involvement in the UN Theme Group on AIDS (UNTG) and UN Joint Programme on AIDS (UNJP) mobilized resources and technical assistance to share situation analysis, challenges and policy updates among government agencies. Best practices were developed to share lessons learned on community-based care for women and children infected or affected by HIV/AIDS. Technical inputs were also provided to the National HIV/AIDS Action Plan 2011-2015.

As a Global Fund Country Coordination Mechanism (CCM) voting member and AIDS Working Group member, UNICEF continues to leverage GFATM resources for children and young people. Since the January 2010 implementation of the Global Fund's Rolling Continuation Channel (RCC) Programme in China, UNICEF supported 5 provinces to develop strategic analysis reports, work plans, and budgets. In addition, UNICEF supported the RCC to develop a PMTCT and community-based care service package.

While there is focused attention in AIDS programming on the most at-risk populations, reducing stigma and providing equitable prevention-and-care services can be a challenge. Important challenges remain in access to prevention/support/health care services for mobile populations and other vulnerable children.

Future Workplan:

For the next programming cycle, 2011-2015, UNICEF will work with the Government of China to:

1. Strengthen national policy frameworks, institutional capacities and implementation mechanisms related to the prevention of mother-to-child transmission; prevention of HIV among young people; and care for children and families affected by HIV/AIDS. This includes developing guidelines and exploring best practices for women and children living with HIV/AIDS; linking various community-based care model pilots to policy recommendations; and conducting advocacy work for the rights and protection of children affected by AIDS and other vulnerable children.
2. Improve the access of women and children to PMTCT and paediatric care services. This involves ensuring that women and children have access to quality paediatric and maternal AIDS care services and anti-retroviral drugs at the provincial and county level.
3. Ensure most-at-risk young people receive adequate information for behaviour change and have access to services for HIV prevention. This involves using a variety of innovative channels to inform young people (especially those most at-risk) about preventing HIV and other sexually transmitted infections, and increasing their access to youth-friendly services. "Youth Ambassadors" nationwide are involved in the design and delivery of HIV prevention information to their peers, and empowered to actively seek appropriate health services. In addition, young people in school settings and closed settings (such as juvenile detention centres) will be given HIV prevention education and life-skills training.

Title: *Water and environmental sanitation*

Purpose:

The WES programme addresses poor water quality and limited access to child-friendly and environmentally-appropriate sanitation and hygiene practices, particularly in rural homes and schools. The major expected results of the programme are: (1) development and demonstration of innovative approaches/interventions for better hygiene practices, including through construction of latrines, policy change, and creation of an enabling environment; (2) establishment of technical guidelines and standard designs for safe water and sanitation facilities and hygiene practices in UNICEF Child-Friendly Schools through the WASH-in-Schools approach; and (3) facilitation of the development of a long-term plan for water quality, specifically concerning arsenic and fluoride, and development of community-based water quality monitoring systems.

The programme's results areas are linked to 4 of the 5 UNDAF outcomes, and directly linked to MDG 7, Target 10, which calls for halving, by 2015, the proportion of people without sustainable access to safe drinking water and basic sanitation. The programme also supports the achievement of other goals. These relate to reducing poverty and malnutrition (MDG 1), reducing child mortality (MDG 4), achieving universal primary education (MDG 2), and gender equality, including parity in basic education (MDG 3). The Programme plays an important role in two of the major areas of the MTSP, namely Young Child Survival and Development and Basic Education and Gender Equality.

In 2010, there were 4 AWP: (1) Water, Sanitation and Hygiene in Schools, (2) Water Quality – Arsenic Management and Mitigation, (3) Knowledge and Advocacy for Sanitation and Hygiene, and (4) Climate Change – Groundwater Monitoring. Major counterparts include the National Development and Reform Commission, National Patriotic Health Campaign Committee Office, Ministry of Health, Ministry of Education, and the Ministry of Water Resources at central, provincial and county levels. Other counterparts include the subordinate technical institutions of these ministries, including the National Centre for Endemic Disease Control and Prevention, the National Centre for Rural Water Supply Technical Guidance, China Centre for Disease Control and Prevention, China Institute of Water Resources and Hydropower Research, International Cooperation Centre of National Development and Reform Commission, and China Geological Survey under the Ministry of Land Resources.

Resources Used:

In US dollars

Total approved budget as per CPD	\$1,300,000
Total actual available by end of 2010	\$4,217,416
RR available by end of 2010	\$287,500
ORR available by end of 2010	\$1,169,427
ORE available by end of 2010	\$2,760,489
List of donors and amount of contributions (ORR)	\$1,169,427
United Kingdom Government - DFID	\$738,392
Spanish Government - MDG Funds (Climate Change)	\$420,023
Japan Committee for UNICEF	\$11,012
List of donors and amount of contributions (ORE)	\$2,760,489
Hong Kong Committee for UNICEF	\$1,382,602
UNOCHA - Central Emergency Response Fund (CERF)	\$618,420
Swedish Committee for UNICEF (IKEA)	\$595,000
UNICEF China (Individual & SME donors)	\$105,000
UNICEF China (IKEA House Donor)	\$56,811
UNICEF China (Porsche)	\$2,656

Result Achieved:

2010 saw important developments in the creation of a more enabling environment for better water and sanitation services and hygiene practices. An official document, "Rural Environmental Sanitation Improvement Action", first proposed by NPHCCO in 2008, was finally promulgated this year, with support from UNICEF, and will instigate the creation of a movement to improve rural environment sanitation in the next three years. Guidelines on Improvement of Living and Sanitation Facilities for Rural Boarding Schools were also developed in 2010, supported by and based on the experience of UNICEF's WASH-in-Schools interventions. The guidelines are expected to be released by MOE for adoption in all rural boarding schools in 2011.

The development of a Geographic Information System (GIS) for monitoring arsenic in water has come to the final stage. The system has several modules, including on arsenicosis epidemiology and case management, and operation of mitigation water supply systems. The GIS aims to provide dynamic data to inform government decision-making. Sub-national capacity in managing the GIS database and using it to analyze data and map areas was developed, with 187 professionals from 20 provinces trained.

UNICEF also supported the capacity-building of local authorities in ensuring harmless disposal of excreta to minimize people's exposure to harmful pathogens. The groundwater management models, developed last year, have been further tested and verified with more information collected, and 165 professionals from the three pilot sites were trained in water sampling/data recording/data entry/use of the model.

The end-of-cycle evaluation assessed the impact of the 5-year WASH-in-Schools pilot. Preliminary results indicate great progress in the 50 pilot schools, e.g. water disinfection rate increased from 24% in 2007 to 69% in 2010 and water quality meeting national standards increased from 11% to 62%. A national on-site experience exchange workshop on improving school living and sanitation facilities was held in Sichuan Province's Guangyuan Prefecture, where a local model called 4-Improvements (Improve water supply/latrines/school canteens/hygienic practices) and 1-Enhancement (Enhance overall school environment) was developed by local government and is being implemented throughout the prefecture with funding mobilized by local government. These experiences will be promoted to other provinces.

During Global Handwashing Day, UNICEF mobilized NPHCCO, MOE and the Youth League to raise awareness among the government/general public about handwashing with soap. Under UNICEF's coordination, a wide alliance worked to disseminate the message. The week-long campaign was conducted in 600 schools of 31 provinces. About 300,000 schoolchildren participated and became agents of change by sharing information with their parents/peers/communities.

On the issue of climate change, UNICEF presented research at forums/conferences to show the impact of climate change on groundwater and advocated for departmental cooperation in ongoing situation monitoring, conservation and development of technical standards. UNICEF is now supporting analysis of the impact of climate change on water security and mitigation/adaptation measures.

UNICEF continued to run a comprehensive reconstruction programme in the 2008 Sichuan earthquake zone. UNICEF also supported emergency and reconstruction efforts in Yunnan, Guizhou and Guangxi (heavily affected by drought), as well as in areas affected by the Yushu earthquake, providing significant relief and rehabilitation assistance to emergency-affected children and women. Work in some of these emergency settings led to the recognition that UNICEF's internal procedures for the construction of water and sanitation facilities need to be further refined.

UNICEF conducted Participatory Hygiene and Sanitation Transformation trainings for 409 health workers and participatory maintenance and management trainings for 321 water authority staff. By working with local communities to increase their understanding of water supply and sanitary facilities, these facilities are made more sustainable. UNICEF also supported training on school WASH management and participatory hygiene, conducting TOT sessions in Guizhou, Gansu, Shaanxi and Yunnan provinces. Nearly 250 school principals and hygiene teachers from over 100 schools attended the trainings.

Future Workplan:

In 2011-2015, the WASH Programme will address the challenges posed by unsafe drinking water, poor sanitation and hygiene and climate change and environmental pollution. It has two components, namely Water, Sanitation and Environment Policies and Capacity Development for Water, Sanitation and Environment. The "policy" component will focus on supporting the development of policies/standards/guidelines on water, sanitation, hygiene and environment issues relevant to children, while the "capacity" component will focus on supporting capacity-building for improving water, sanitation and hygiene in rural communities and schools; and for enhancing water supply safety and governance.

In 2011, the “policy” component will develop appropriate WASH indicators which are integrated into the government’s monitoring systems, featured in surveys/census, and aligned with the indicators used for water and sanitation coverage in MDG estimates. Surveys on the use of high arsenic and fluoride water in selected areas will be conducted to facilitate the implementation of the government’s plan in providing safe drinking water to affected people. Documentation of the sanitation movement in China will be conducted to facilitate experience exchange with other countries. The project will give special attention to advocacy and communication about water, sanitation and hygiene and their impact on health and social and economic wellbeing. It will also analyse the impact of climate change on the groundwater in China.

The “capacity” component will be launched with authorities at national and sub-national levels in selected provinces and counties. It will also conduct experience exchange activities to introduce best practices developed inside and outside the country.

Title: *Education and child development*

Purpose:

The education programme in China works to reduce disparities in basic education and early child development, especially among girls, ethnic minority children, children affected by migration, and out-of-school adolescents in less developed regions of western China. It contributes to all five outcomes of the UNDAF, MDG2 (achieve universal primary education) and MDG3 (promote gender equality and empower women) as well as to EFA goals 5 and 6.

The programme of cooperation seeks to achieve and consolidate results at national and sub-national levels. It works with MOE and other national partners to strengthen the planning and implementation of China’s national policies. At the sub-national level, it partners with provincial and local governments to identify innovative solutions which will result in enhanced access to school readiness programmes, improved school completion rates, higher-quality schooling and higher learner achievement.

The goals are met through four mutually reinforcing strategies. These include research for policy support, piloting of innovative approaches to promote equity and quality, monitoring of national programmes, and documentation of lessons learned to support advocacy. Key expected results include: 1. Improved implementation of national policies for education and monitoring of the goals for completion of nine years’ compulsory education by all children, especially those in disadvantaged areas of China. 2. Enhanced parenting skills for holistic development of 0-6 year olds and improved school readiness amongst children 3-6 years. 3. Enhanced school completion, learner achievement levels and life skills amongst all children. 4. Improved policies to support completion of nine years’ compulsory education by over-aged, out-of-school children and models for imparting knowledge, life skills and livelihood training to out-of-school adolescents.

There are four AWP: (1) Policy, Planning and Monitoring for Educational Disparity Reduction; (2) Early Childhood Development; (3) Child Friendly Schools and Learning Quality; and (4) Non-formal Education. The principal programme counterparts are the Ministry of Education (MOE) and the China Association for Science and Technology (CAST).

Resources Used:

In US dollars

Total approved budget as per CPD	\$3,150,000
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Total actual available by end of 2010	\$8,084,819
RR available by end of 2010	\$1,653,330
ORR available by end of 2010	\$3,026,789
ORE available by end of 2010	\$3,404,700
List of donors and amount of contributions (ORR)	\$3,026,789
Swedish Committee for UNICEF (IKEA Social Initiative II)	\$670,728
Thematic-BASIC EDUCATION AND GENDER EQUALITY	\$524,964
UNICEF China (Porsche)	\$388,489
United States Fund for UNICEF	\$261,179
United Kingdom Committee for UNICEF	\$253,005
Spanish Government - MDG Funds (Culture & Development Partnership)	\$225,828
UNICEF China (IKEA Soft Toy sales)	\$205,286
UNICEF China (AUDI Driving Dreams)	\$189,465
Spanish Government - MDG Funds (YEM)	\$129,901
UNICEF China (IKEA Co-brand)	\$103,887
Donor Pooled Funds (Montblanc)	\$31,387
UNICEF China (New World China Land)	\$23,127
French Committee for UNICEF	\$8,861
UNICEF China (Individual & SME donors)	\$6,918
Dutch Government	\$2,683
UNICEF China (Stora Enso)	\$1,082
List of donors and amount of contributions (ORE)	\$3,404,700
Hong Kong Committee for UNICEF	\$1,924,884
UNOCHA - Central Emergency Response Fund (CERF)	\$666,931
Thematic Humanitarian Response	\$268,487
Swedish Committee for UNICEF (IKEA)	\$239,397
UNICEF China (AUDI)	\$104,318
Australian Government Overseas Aid Program - AusAID	\$73,174
Irish Government	\$56,147
Canadian International Development Agency - CIDA	\$34,395
UNICEF China (Individual & SME donors)	\$32,354
UNICEF China (Goodyear Tire)	\$4,615

Result Achieved:

Policy/Planning/Monitoring for Educational Disparity Reduction

A major milestone in 2010 was the strengthening of the UNICEF-supported county-level education database with a system for monitoring progress on the Education Development and Reform Plan (2010-2020). The system, currently used in 18 central/western provinces, contains default EMIS indicators and additional indicators on budgeting/expenditure, enabling detailed analysis of educational expenditure. The individual data tracking system was scaled up to national level in 2010, and will now contain data from 550,000 schools.

Following MOE's promulgation of the CFS standards in 2009, work in 2010 focused on laying the foundation for institutionalizing the standards and expanding reach.

Early-Childhood-Development

Analysis of ECD costs/funding schemes highlighted the need to increase government investment in ECD, particularly in rural/central/western China. Evaluation of pilots

provided evidence to increase government funding to support infrastructure and teachers' salaries, to ensure sustainability. These studies supported the finalization of the State Council's "Opinions about Developing Preschool Education", announcing central government's intention to set up special funds to support preschool.

The ECD end-cycle-review reported that CFKG pilots have provided 50,000 children with enhanced preschool education using the child-friendly approach. By 2010, the number of enrolled preschool children in pilot counties increased by 30%, with average enrolment rate increasing to 78%, higher than the national average of 51%.

The end-cycle-review also found that the number of informal preschool facilities had increased to 811 in pilot areas, benefiting 34,000 children. More than 900 community kindergartens/ECD resource centres have been established and 60% of parents of 0-3-year-olds and 82% of parents of 3-6-year-olds have participated in community-based parent education activities.

Child-Friendly Schools

2010 saw two major innovations in teacher capacity-building. First, UNICEF introduced a mobile teacher resource support system, with materials and teachers transported from school to school in a resource vehicle. The initiative will eventually serve 5,086 teachers in 263 schools with on-the-spot guidance/support. Second, UNICEF introduced the pilot on use of ICT and distance education modes to train teachers on interactive teaching techniques.

The end-cycle review of school management initiatives pointed to large improvements in the overall situation of schools that were implementing the CFS philosophy and methods. Students and parents noted significant changes in teachers' attitudes, classroom teaching techniques and informal assessment methods.

In 2010, ICT-based education received a boost with the release of the National Plan Outline for Medium and Long-term Education Reform and Development (2011-2020). The plan gives a central place to the use of ICT in the classroom and teacher training. UNICEF continued to support piloting of teacher-friendly and interactive distance-learning models, as more than 3,000 students participated in project-based learning.

Non-Formal-Education

Advocacy for the development of educational opportunities for out-of-school children went hand-in-hand with continued advocacy with provincial governments. At local level, two more counties issued official documents on enhancing non-formal education and expanding Knowledge and Information Resource Centre (KIRC) models. To date, 6 of 20 pilot counties have officially agreed to scale up the KIRC model with local funding.

In 2010, the KIRCs expanded to cover an additional 3,500 children with life skills/livelihood training/sports activities. Through Q3 of 2010, 4,567 out-of-school children in 20 counties underwent life-skills-based training on HIV/AIDS prevention, health and hygiene, self-protection and environmental protection. Additionally, 1,168 out-of-school children were trained on vocational skills.

Emergency response

UNICEF's response to the Yushu earthquake included supply of clothing/boots/blankets for 25,000 schoolchildren, insulated classroom tents for 7,500 students, pre-fabricated classrooms for 4,500 students, and early learning and recreational materials for 22,300 students.

The National Management Guideline on Safe School Construction and Management was formally released in November. The guideline has been implemented nationwide through face-to-face training and online training programmes. Implementation of the guideline

has served to strengthen/retrofit school buildings. It has also influenced MOE's funding allocations and decision-making for the "National Safe School Building Programme" (2009-2012).

UNICEF continued to support development of disaster preparedness/emergency response/school safety education within the national school curriculum. Classroom instruction has been complemented with school safety mapping, evacuation drills and other exercises.

The huge inflow of funding for the Yushu earthquake helped UNICEF to respond to the needs of children in the emergency zone. However, this led to the delayed implementation of some components of the regular programme.

Future Workplan:

Focus areas for work in 2011 will include:

1. Baseline research/studies. The first round of surveys will test competency on reading and "21st-century" educational skills, to provide baseline data on interactive curricula and classroom teaching-learning. The second surveys will study social-emotional status of junior secondary and boarding school students in ethnic minority areas and schools catering to vulnerable children.
2. System-based responses on planning, EMIS, supervision and school management will continue with focus on strengthening/broadening the scope of the planning and EMIS software. Work on developing the supervisory and learner quality assessment will continue, as will work on school management capacity-building.
3. With the release of the new government policy on and funding for early education, it is expected that there will be a major expansion in the number of institutions providing ECD services. UNICEF attention will shift to interventions to support expansion with quality, including (a) policies/guidelines/ tools for monitoring preschool quality; (b) support to preschool teacher capacity-building; and (c) support to parents.
4. Basic education interventions will build on the CFS and continue to institutionalize the standards through inclusion in planning tools, EMIS systems and supervisory systems. Awareness of the CFS will be built through online training for teachers. At the school level, UNICEF will support two core sets of pilot interventions: the social-emotional learning dimension and the effective learning dimension. Ongoing work in the area of teacher capacity-building and inquiry-based learning will continue, and new areas of social-emotional learning and prevocational education will be introduced at junior secondary schools and boarding schools.
5. The adolescent education programme will include a more formal track, with broader dissemination of courses on responsible social behaviour and new courses on finance management and personal habits. Preparatory work will also be initiated in the area of youth networking for civic participation on issues such as climate change and reproductive health.
6. National-level work initiated under the emergency programme will continue with specific focus on developing norms/strategies to support fast-track emergency assessment, coordination of emergency responses, education planning and management of emergency reconstruction, and safety management and education in schools.

Title: *Child protection*

Purpose:

The purpose of the Protection and Community Services programme component is to enhance government, community and family awareness, capacity and response to children in need of special protection. The programme aims to achieve the following results: (1) increased government and public awareness of emerging issues in child protection and discrimination against children in need of special protection; (2) improved policies and legislation related to child protection; (3) increased capacity of government and non-governmental organizations at both national and local levels to protect children; and (4) improved community, family and child participation, and increased number of children in need of special protection benefiting from family and community-based interventions through enhanced child-protection systems and networks.

The programme contributes to UNDAF Outcome 1 on encouraging social and economic policies that are human-centred for sustainable and equitable growth by supporting legal analysis, the development and promulgation of national legislation, policies, standards and guidelines for the protection and care of vulnerable children.

It contributes to UNDAF Outcome 2 on promoting enhanced capacities and mechanisms for participation, monitoring and evaluation of policy implementation in social sectors by strengthening the knowledge base on child protection issues. It also supports the capacity-building of local authorities and communities in developing and monitoring child protection systems for prevention and response to child abuse, neglect and exploitation.

There are four AWP in this programme: Child Protection System and Network, Trafficking and Violence against Children, Children without Caregivers and Children with Disabilities. The main implementing partners are National Working Committee on Children and Women (NWCCW), Ministry of Commerce (MOFCOM), Ministry of Civil Affairs (MCA), Ministry of Public Security (MPS), All-China Women's Federation (ACWF), China Disabled Persons' Federation (CDPF), China National Committee for Care of Children (CNCCC), Child Development Centre of China (CDCC), China Centre for Town Reform and Development (CCTRD), and Soong Ching Ling Foundation.

Resources Used:

In US Dollars

Total approved budget as per CPD	\$2,461,000
Total actual available by end of 2010	\$3,797,466
RR available by end of 2010	\$1,304,000
ORR available by end of 2010	\$451,327
ORE available by end of 2010	\$2,042,139
List of donors and amount of contributions (ORR)	\$451,327
Thematic-Child Protection	\$281,075
Spanish Government - MDG Funds (YEM)	\$152,944
UNICEF China (Hainan Airline)	\$17,308
List of donors and amount of contributions (ORE)	\$2,042,139
Hong Kong Committee for UNICEF	\$1,490,522
UNICEF China (Individual & SME donors)	\$259,112
Thematic Humanitarian Response	\$183,145
Australian Government Overseas Aid Program - AusAID	\$57,239

Canadian International Development Agency - CIDA	\$42,260
UNICEF China (Goodyear Tire)	\$9,861

Result Achieved:

Child Protection System and Network

In 2010, UNICEF supported MCA to advocate for development of a comprehensive Child Welfare Act. A newly-established taskforce and UNICEF contributed to a National Policy on Strengthening Social Protection for Orphans, which requests local governments to allocate specific resources to ensure basic living standards for orphans. This policy marks an important first step towards a universal child welfare system. Although the legal/policy framework for child protection system development has been strengthened in recent years, local implementation/enforcement remains weak. The absence of strong coordination mechanisms remains a constraint in promoting a system-based approach.

UNICEF also supported MCA to develop the 12th Five-Year Plan on Child Welfare (2011-2015), which focuses on strengthening family support and community-based services and diversifying services provided by child welfare institutions through daycare and outreach services, including monitoring of children placed in kinship/foster care.

Child Protection Units (CPUs) have been established in 13 pilot communities to provide multi-disciplinary coordination/management of child protection cases. A database monitoring system with child vulnerability indicators has been set up in communities, and data profiles have been established for 5,000 children, of which 300 vulnerable children have been provided with social work support services. The CPU model helped to influence national strategies/local policies for child protection system development and has been integrated in the new NPA-Children (2011-2020).

In 2010, a series of studies were conducted, including a comparative international analysis of child welfare laws/policies and a study on the child protection system legal/policy framework.

Trafficking and Violence

In February, China ratified the Palermo Protocol on Trafficking in Persons. In September, a bilateral agreement was signed between China and Vietnam to prevent and respond to cross-border trafficking.

Pilot community-based support centres continue to provide family and community-based services to prevent abduction/trafficking of children. The centres promote registration of migrant children and provide daycare services and recreational activities, family support/education, life skills training and specialized social work services.

To protect the rights of young migrants, a Life Skills Training package was jointly developed with other UN agencies. 30,000 handbooks have been distributed and the package/methodology has been expanded to 10 pilot schools and integrated into the school-based curriculum.

UNICEF supported pilot reporting and referral systems to prevent and respond to cases of violence against children (VAC). As of year-end, 8,500 parents benefited from family education, 30,000 students received life-skills training, and 1,000 parents and children received individual counselling. Moreover, the pilot experiences have contributed to provincial legislation/policy. In Shaanxi, the new Provincial Plan of Action for Children (2010-2020) includes a prohibition of all forms of VAC. Starting from 2011, Shaanxi provincial government will allocate RMB 4,000,000/year to assist women/children victims of violence. In Zhejiang, a new Provincial Regulation on Combating Family Violence establishes, for the first time in Chinese law, mandatory reporting and assistance to children victims of family violence by kindergartens/schools/other educational

institutions.

At national level, UNICEF supported ACWF to draft a proposal for a new Law on Family Violence.

Children without Caregivers

With UNICEF support, MCA developed a draft Five-Year National Plan on the Development of Social Work for Children. According to the plan, by 2015, China will have 600,000 social workers able to provide specialized service to children. Every rural township/urban sub-district will establish a community-based social work service centre with at least one staff designated to provide social work services to children.

Children with Disabilities

With UNICEF support, CDPF conducted a national sample household survey, collecting updated data on children with disabilities. The report, produced on an annual basis, is a tool for awareness-raising, provides reliable data on children with disabilities, and is used as a key reference document by decision-makers. In January, the 2009 monitoring report was attached to the Notice submitted to the State Council by 16 Ministries with recommendations for children with disabilities, as a form of evidence-based policy advocacy.

Emergency response

UNICEF continued its support to 40 Child-Friendly Spaces in the Sichuan earthquake zone. Following the April Yushu earthquake, UNICEF helped to establish 4 Child-Friendly Spaces in the new earthquake zone. These Child-Friendly Spaces are currently delivering psychosocial services to an estimated 6,000 children. Best practices and lessons learned from the 2008 Sichuan earthquake were used to replicate this service in Yushu.

Future Workplan:

Under the new Country-Programme, UNICEF will adopt a comprehensive policy and systems-based approach. It will focus on the most vulnerable children, while integrating child protection into broader child welfare systems. UNICEF will address key challenges in child protection system development related to awareness, institutional frameworks and service capacities. Key strategies will include policy/legislative inputs for child protection system development, capacity strengthening, piloting of approaches for evidence-based policy development/legislative reform, C4D and international networking.

The programme will consist of two components.

The Policies and Laws for Child Protection Systems component will focus on: (1) supporting policy/legislative reform in the social welfare system to protect children from violence/abuse/neglect/exploitation; preventing family separation; and assisting children without parental care and children with disabilities; (2) supporting policy/legislative reform in the justice system to better protect child victims/witnesses/offenders and promoting restorative justice models to reduce deprivation of liberty; (3) establishing child protection bodies at national/local levels to develop, implement and enforce child protection policies and laws, and to ensure multi-sectoral coordination for the effective delivery of child protection services; and (4) strengthening data collection and knowledge management for evidence-based system development.

The Family Support and Community-Based Child Protection Services component will focus on: (1) establishing effective family support and community-based mechanisms and services to prevent/identify/report/refer/assist children who have been subject to violence/abuse/neglect/exploitation, including trafficking and sexual/labour exploitation; (2) establishing family support and community-based services to prevent family separation, and to provide family-like, out-of-home care for children without parental

care and children with disabilities; (3) developing service guidelines, standards and registration/accreditation/inspection mechanisms for effective service delivery; (4) strengthening the capacity of social workers and others to deliver high-quality services; (5) developing investigation and court procedures and piloting restorative justice models to better protect children in the justice system; and (6) promoting communication strategies that increase awareness and knowledge on practices harmful to children.

Title: *Plans of action and promotion of child rights*

Purpose:

The main objective of the POA&PCR Programme is to strengthen national and local capacity to implement and monitor the NPA-Children and to promote the rights of children, especially vulnerable groups. The Programme also addresses cross-cutting issues relevant to the entire Country-Programme, including national and local planning for children; promotion of child rights, women’s rights and gender equality; family education; as well as emerging and critical issues, such as children affected by migration.

The expected project results are: (i) the NPA process is effectively planned, implemented, monitored and reported to reduce disparities and better respond to the rights of children in China as part of national, provincial and county social development plans; (ii) increased access to local social services for children in UNICEF-assisted counties; (iii) child rights and gender equality principles promoted through family education; and (iv) the rights of children affected by migration protected, with these children benefiting from improved, equal access to basic services and opportunities for overall development in UNICEF-supported sites.

Through this programme component, UNICEF contributes directly to the review and development of national policies related to children (UNDAF outcome 1) and strengthens the Government’s capacity to monitor and evaluate the implementation of social policies (UNDAF outcome 2). The use of the NPA at various levels of government as a planning, advocacy and monitoring tool also presents opportunities for the programme to share the China experience with the international community (UNDAF outcome 5). All MDGs are addressed by the Programme, principally through the NPA project. The LPAC project contributes specifically to MDG1 (related to poverty reduction) as well as to Millennium Declaration principles of good governance by increasing child participation in the NPA planning process. The Family Education and Gender Equality project contributes to realizing MDG3 on promoting gender equality.

There are four AWP: (i) NPA-Children; (ii) Local Plans of Action for Children; (iii) Children Affected by Migration; and (iv) Family Education and Gender Equality. Activities were implemented by the following key partners: Ministry of Commerce (MOFCOM), 18 provincial-level Departments of Commerce (DOFCOM) and 20 county governments, Ministry of Foreign Affairs, NWCCW and ACWF.

Resources Used:

In US dollars

Total approved budget as per CPD	\$2,110,000
Total actual available by end of 2010	\$2,621,649
RR available by end of 2010	\$1,258,188
ORR available by end of 2010	\$1,236,073
ORE available by end of 2010	\$127,388

List of donors and amount of contributions (ORR)	\$1,236,073
Hong Kong Committee for UNICEF	\$838,646
United Kingdom Committee for UNICEF	\$222,230
Spanish Government - MDG Funds (YEM)	\$175,197
List of donors and amount of contributions (ORE)	\$127,388
Canadian International Development Agency - CIDA	\$57,000
UNICEF China (Goodyear Tire)	\$40,388
Thematic Humanitarian Response	\$30,000

Result Achieved:

i) National Programme of Action for Children

In 2010, this component focused on supporting NWCCW to develop the new NPA-Children (2011-2020), which outlines the Government's main policy framework for implementing the CRC and supporting MDGs over the next ten years. With UNICEF support, NWCCW undertook a participatory process in developing the NPA, consulting government agencies, civil society organizations and child representatives. At the technical level, UNICEF provided NWCCW with recommended indicators and key issues to include, leading to the expected introduction of child welfare as a new focus area in the NPA.

UNICEF and NWCCW supported symposia to discuss development constraints related to children and women in eight provinces/regions. Each province/region formulated recommendations and will submit these to the Government for action in early 2011, helping to inform policy based on evidence and field experiences.

UNICEF also supported MOFA in preparing China's 3rd and 4th combined Periodic Report on the CRC. This included support to child participation at a CRC Report consultation, enhancing children's awareness of their rights, and allowing them to express their views on the progress of CRC implementation in China for integration into the CRC report. In addition, UNICEF supported inter-ministerial consultations organized by MOFA to develop and finalize the CRC report, which was submitted to the CRC Committee this year.

ii) Local Action for Rural Children (LARC)

In 2010, MOFCOM and UNICEF continued to focus on improving access to basic social services for the most vulnerable women and children in 20 poor counties, with the aim of accelerating the achievement of targets defined in local plans of action for children. The LARC end-of-cycle review concluded that women and children's access to basic social services had improved, particularly with regard to increased kindergarten enrolment rates, improved use of pre-natal check-up services, and strengthened capacity of health staff, teachers and government officials in delivering social services.

UNICEF also supported MOFCOM to conduct new research aimed at designing and developing cash transfer schemes in the context of China's domestic social welfare system and social assistance framework. The cash transfer schemes outlined in the research will inform the piloting of a cash transfer component in the new programme-cycle.

iii) Children Affected by Migration

NWCCW and UNICEF supported the replication and development of a system to register migrant children in pilot cities, resulting in 530,000 migrant children registered. This not only increased migrant children's access to basic health and education services, but also provided local governments with information to support improved urban planning, policymaking, and increased public resource allocations for migrant children. To improve policy frameworks and implementation mechanisms for migrant children, a national

seminar was convened to share pilot experiences and develop policy recommendations. Eighteen Child-Friendly Spaces have been established to provide psychosocial, health and education support and services to children and family education to parents/caregivers, with a focus on migrant and left-behind children.

Additionally, several handbooks were developed and disseminated to support migrant children and their families. This included a Life Skills Education Manual benefiting 300 teachers and 18,000 migrant children; a Parent Education Manual provided to 18,000 migrant parents/families; a Child Information/Orientation Handbook and a Parent Information/Orientation Handbook disseminated to 16,000 migrant children and 18,000 migrant families respectively, which assisted migrant families to integrate into their new communities.

iv) Family Education and Gender Equality

This component helped to advance the development of family education legislation. Family education is a key community-based mechanism for providing parents with information on childrearing, child rights and gender equality. Based on UNICEF-supported research and studies on international family education legislation, ACWF submitted formal proposals on the formulation of a Family Education Law to the NPC and CPPCC to facilitate integration of family education legislation into the mainstream legislative agenda. At local level, pilot sites developed innovative models for delivering family education services, supporting parenting skills, and communicating information on child rights and gender equality, including the use of local folk songs and folk art to generate positive attitudinal, behavioural changes in parents.

Interagency Collaboration

UNICEF participated in the joint UN Youth Employment and Migration Programme. UNICEF supported NWCCW to replicate the system for registering migrant children in cities and supporting left-behind children in rural areas to increase their access to essential social services.

Future Workplan:

Components of the existing POA&PCR Programme will be merged under the Social Policy and Reform for Children Programme in the new country programme. In this context, UNICEF will continue to support monitoring and implementation of the CRC and NPA for Children, and CEDAW and NPA for Women, focusing on the rights of poor and vulnerable children and women. Particular attention will focus on supporting government follow-up to concluding observations and comments from the CRC Committee and CEDAW Committee. In addition, pilot work to test different models for cash transfer schemes under the social assistance and broader social welfare framework in China will be initiated in the new country programme.

UNICEF will continue to support the government to pilot community-based support systems for children affected by migration to improve psychosocial support and protection of migrant and left-behind children. UNICEF will also continue to pilot and support policy development on coordination mechanisms for migrant and left-behind children, and the registration of migrant children to enable the essential needs of children affected by migration to be more visible to authorities at municipal, provincial and national level.

Title: Social policy and economic analysis

Purpose:

The Social Policy and Economic Analysis Programme was elevated from project to programme level during the 2008 Mid-Term Review. In line with the FA5 objectives, the

programme focuses on strategic analytic and advisory activities conducted in partnership with top government bodies and research institutions to effectively pursue the rights of children and women at the upstream level. The Programme contributes to the overall outcome of an improved legal, policy and institutional framework to promote the wellbeing of children and women in China consistent with the CRC and NPA objectives. Specifically, the programme aims to provide proposals to government on:

1. Evidence-based social policy and legislation to benefit children and women. In particular, provide proposals to have National Plans of Action, poverty reduction strategies and social protection programmes reflect the comprehensive development of women and children, and the fulfillment of their rights.
2. Budgetary and other finance and governance measures to achieve the national goals for children and the realization of child rights, including in particular disparity reduction.
3. Strengthening of public disclosure and accountability relationships and local governance in public service delivery to give voice to women, children and young people; and strengthen monitoring and evaluation of social development, social policy and reform implementation and social service delivery performance across sectors.

In 2010, the SPEA Programme consisted of three main components: (a) evidence-based social policy development for children; (b) public finance for children; and (c) public sector governance for children. The Programme builds on and is implemented through strategic partnerships with top-level government bodies, namely NWCCW, LGOP, MOF, NDRC and MCA.

Resources Used:

In US dollars

Total approved budget as per CPD	\$745,000
Total actual available by end of 2010	\$2,061,267
RR available by end of 2010	\$1,372,000
ORR available by end of 2010	\$270,442
ORE available by end of 2010	\$418,825
List of donors and amount of contributions (ORR)	\$270,442
Thematic-POLICY ADVOCACY AND PARTNERSHIP	\$175,471
Global Set Aside Funds	\$80,000
Thematic-YOUNG CHILD SURVIVAL & DEVELOPMENT	\$14,971
List of donors and amount of contributions (ORE)	\$418,825
Thematic Humanitarian Response	\$356,825
UNICEF China (Individual & SME donors)	\$62,000

Result Achieved:

1) Enhanced awareness of child poverty, child-sensitive social protection and child rights; improved legislative and policy frameworks for children.

In the area of child poverty, in partnership with LGOP and on the basis of UNICEF-supported policy reviews and surveys, key dimensions of child poverty were identified at the local level, and pilot schemes were designed. The reviews, surveys and pilots fed into China's next Ten-Year Poverty Reduction Strategy (2011-2020) to strengthen child-sensitive investments and policy measures. Knowledge and awareness on child poverty, including non-income dimensions, were enhanced among policy-makers.

In the area of social protection, UNICEF-supported research and analysis conducted jointly with MCA identified areas of reform in social assistance schemes, such as the need to provide social work and other services to support the poorest children and families. These findings provided a basis for policy proposals to adjust the social assistance system. UNICEF also supported the development of the 12th Five-Year Plan on Social Assistance.

Regarding legislative frameworks and national policies, consultative workshops and studies were conducted with NWCCW, laying the foundation for the new NPA-Children (2011–2020). Social welfare for children has been identified as a priority area in the new NPA, representing a breakthrough that will contribute to a more systematic design of child welfare objectives.

2) Strengthened government policy frameworks and budgets to support children's access to essential social services.

UNICEF contributed to stronger county-level implementation of the NPA-Children. In partnership with counterparts, UNICEF's evidence-based advocacy contributed to government decisions to raise public resource allocation and gradually reduce and abolish user fees for public services. This helped to increase access to public services and promote children's wellbeing. UNICEF's analytic engagement helped strengthen a child-focus in government budget allocations in education, health, poverty reduction and social protection. Importantly, UNICEF's strategic partnership with NDRC, China's top planning ministry, has introduced child-focused considerations in the development of China's 12th Five-Year Plan for Social Development.

UNICEF's partnership with MOF, including joint analysis on adjustment of social assistance standards, has led to efforts to unify the standard determination nationally, as well as efforts to accommodate the needs of the poorest households. UNICEF also supported analysis in areas such as fiscal policies to promote entrepreneurship for rural women, which has potential to make policy impact on women's employment and development, as well as children's welfare.

3) Strengthened government analysis, knowledge and technical capacity to enhance fiscal management and governance.

UNICEF's work with MOF supported further progress in government fiscal management. In one study, MOF examined how central fiscal transfers supporting the health and education sectors have been utilized. This monitoring effort will help strengthen the management of government budgetary funds allocated to social sectors, and facilitate increased efficiency in public resource utilization.

In partnership with NDRC, UNICEF has provided advice on the development of the 12th Five-Year Plan for Social Development by supporting analyses and policy discussions on reducing disparity across geographical regions and between rural and urban areas towards equalization of essential social services.

4) Improved institutional framework for post-emergency essential public service delivery.

UNICEF's policy analysis and advice contributed to stronger financing, functional and other institutional underpinnings for essential social service delivery in post-Sichuan-Earthquake Reconstruction Strategy. The analytical activities, conducted in partnership with NDRC, have achieved better awareness of the "software" infrastructure needs for public service delivery after a disaster. The study on overall assessment and evaluation of social policy implementation after two years of reconstruction, as well as policy research on disaster preparedness and response planning provided policy recommendations for the Government's future post-disaster strategies. UNICEF's work contributed to harmonizing policy approaches to reconstruction with national social policy reforms.

UNICEF supported LGOP in reconstruction management and capacity-building, particularly in the poorest earthquake-affected villages, by including a greater emphasis on child- and gender-sensitive components. Innovative approaches to assist women and children to escape post-disaster poverty were piloted in selected poor villages in Sichuan. These components are being incorporated into the Government's rural poverty-reduction programmes and helped to enhance knowledge among local officials on child development.

Future Workplan:

In the new country programme, the Social Policy and Reform for Children (SPARC) programme will work within the framework of China's international commitments, national plans, policies and reforms. UNICEF's contributions to the social policy and reform agenda will include analytical inputs, technical support and the testing and modelling of selected approaches that enhance access to social and economic resources for poor and disadvantaged children.

Under the CRC, CEDAW and NPA Monitoring and Implementation component, UNICEF will assist the Government to strengthen the monitoring and implementation of the CRC, CEDAW, the 2011–2020 NPA for Children and the 2011–2020 NPA for Women.

Under the Child- and Gender-Sensitive Policies, Laws and Planning component, UNICEF will contribute to strengthening the child and gender aspects of national policy frameworks, laws and planning. UNICEF will support the Government in developing a comprehensive child poverty reduction programme and a social welfare system, including social assistance schemes for disadvantaged and vulnerable children. UNICEF will also support the Government's social policy reforms to promote equity, quality and cost-effectiveness in the delivery of essential social services.

Under the Improved Governance for Children's and Women's Rights Project, UNICEF will support the Government in measures to improve the alignment of institutional responsibilities, resources and incentive structures essential to good governance. To ensure adequate government resource allocations for the implementation of child-sensitive social policies and services, the programme will support policy analysis and advocacy. To strengthen implementation structures, the programme will support the Government to develop and strengthen institutional arrangements and capacities, and establish appropriate accountability relationships and management practices that create proper incentives across all government levels and agencies.

4. OPERATIONS & MANAGEMENT

4.1 Governance & Systems

4.1.1 Governance Structure:

The Country Management Team (CMT) continues to play a key role as an instrument to review office management performance and lay out key strategies for the overall implementation of the Country Programme. The CMT meets every month to review and decide on programme strategies, budget implementation, programmatic and operational initiatives, donor relations and trends, recruitment status, and supply management. Set performance indicators are reviewed during every meeting, including follow-up of prior audit recommendations.

Another key governance structure supporting the effective performance of the programme is the monthly Programme Coordination Meeting (PCM), attended by section heads and professional staff. The PCMs review programming and budgeting and propose corrective measures concerning programme management and performance. Discussion during the PCMs has also helped to increase synergy and identify opportunities for cross-

sectoral collaboration. Both the CMT and PCM review programme implementation and achievements/constraints, with particular emphasis on cross-sectoral issues where coordination is an essential component; and review and assess performance on operational matters such as DCTs, budget implementation, supply and travel. The office has also set up innovative, cross-sectoral working groups to provide effective coordination, implementation and monitoring of programme results.

All recommendations received from the 2009 external auditors have been closed. Although the 2009 external audit did not recommend any extra measures for Operations processes, the office continues to improve the level of services to meet programme needs. In view of its oversight functions, Operations:

1. Regularly monitored and reconciled the Table of Authority and made amendments.
2. Streamlined global policy procedures into fine-tuned, easy to understand SOPs/work processes together with flow charts and relevant forms.
3. Continuously explored opportunities for improving efficiency for the day-to-day management of the office, e.g. reviewed work processes that resulted in elimination of controls that added little value.
4. Supported the office in establishing and improving systems for performance management in all areas which led to increased performance efficiency in DCT, requisition/expenditure rates, etc.

4.1.2 Strategic Risk Management:

In 2010, in response to the request of the Deputy Executive Director of Operations and in line with the implementation of the UNICEF Enterprise Risk Management Policy, the China Country office took the following steps:

1. Conducted training for all staff on the Risk and Control Self Assessment and drafted the assessment of the office's ERM process.
2. Reviewed and updated selected work-processes to make them risk-informed.
3. Conducted a session with staff to develop the Risk and Control Library.
4. Reviewed the response from the acting Global ERM Focal Point and made corresponding amendments as required.

Through the development of its Risk Profile and Risk and Control Library, the office identified the risks related to the achievement of the office's planned results. The office assessed the effectiveness of the current risk responses and identified the residual risks. It also analyzed and assessed the likelihood of the occurrence of the risks and their possible impact to determine the significance of each residual risk. The office reached a unanimous consensus that identifying and proactively addressing risks and opportunities can protect the office and create more value for our work. The final package will be revisited in early 2011.

To further enhance its capacity to maintain critical operational functions and deliver services during emergencies, the CO regularly updates its business continuity plan (BCP), first developed in 2008. As part of its business continuity strategy, all staff assigned by management have been given access to UNICEF resources (Lotus Notes, ProMS) through remote access (Citrix).

4.1.3 Evaluation:

Seven evaluations/reviews/assessments were completed this year, including UNICEF-supported country-led evaluations (Review of 11th Five-Year Plan in relation to Education), UN joint programme evaluations (Youth Employment and Migration) and end-of-cycle reviews of programme components (ECD, Family Education, Data for Children, Child Injury Prevention and Children, Young People and HIV/AIDS). Findings and recommendations either contributed to national-level policy-making or will be applied in the development and implementation of the new CP. Awareness-raising and capacity-building activities were provided to CO staff to broaden their understanding of and compliance with requirements related to the evaluation function.

The annual IMEP was updated quarterly and used as a practical tool for tracking progress of M&E activities in AWP. To build internal capacity, two IMEP sessions were included in PCM before the compilation of the 2010 annual IMEP and the Five-Year IMEP for the 2011-2015 CP, with guidelines shared on the purpose of the IMEP, prioritization of evaluation, quality assurance of TORs and reports, etc. While relevant as a monitoring tool for studies, surveys and evaluations, the IMEP requires further focus to become a useful tool for improving their quality, relevance and/or utility in terms of policies and programming for children. The formal and systematic process for developing and following up on evaluation recommendations requires further attention.

Most of the CO-supported research activities were undertaken by national consultants with specific expertise and experience in the areas being researched/evaluated. While national research capacity widely exists in China, evaluations may not always be conducted in line with international standards. Two challenges include: (1) Difficulties in contracting qualified consultants who can give priority to UNICEF-supported activities, among many commitments and (2) Language is an issue, as most full-text reports are only available in Chinese, with only Executive Summaries available in English.

More efforts will be made in the new cycle to:
Improve the strategic use of the IMEP by gradually institutionalizing it through PCM/CMT;
Adopt a formal quality assurance process for TORs, research design, report preparation and report review;
Obtain more understanding of existing national evaluation capacity;
Enhance M&E capacity building for UNICEF staff and counterparts.

4.1.4 Information Technology and Communication:

The main ICT priorities in 2010 focused on preparing for the implementation of organizational improvement initiatives, such as Vision, knowledge management, and modernization of the office environment.

The office upgraded its WAN connectivity bandwidth by migrating from SITA to IPSec in 2009, to provide required bandwidth for applications such as e-Pas and SAP-HR. The office also made efforts to replace almost one-third of its computers, so that almost all computers will be compatible with Windows 7 at the time it is released. Core applications were upgraded to their latest version as per the global release plan. Proms version 9.1 was installed to support the revised programme structure and associated reporting requirements. Lotus Notes 8.5 is the standard email programme for all users. The office is also testing the Windows 7 system together with Office 2010, and will start to deploy the new system in early 2011. Symantec Endpoint Protection anti-virus software is installed on all computers and is managed centrally. Updates of virus definitions and security patches are closely monitored by IT staff. Access to core applications through Citrix was granted to 15 critical users to ensure business continuity.

The office has two internet leased lines subscribed from two different local service providers. The 4Mbps dedicated internet leased line is for establishing IPSec tunnel with the UNICEF global IP network. The 10Mbps internet leased line serves as a backup link

and is also used for internet access through wireless network. A new Cisco ASA 5510 firewall was installed and is being managed by Security Group in NYHQ.

The office is MOSS-compliant in terms of telecommunications. The PBX used by the office is Nortel Meridian Option 11. The office has three satellite phones, including one BGAN.

ICT infrastructure and processes were reviewed together with the Regional ICT chief during his visit in March. ICT disaster recovery and the business continuity plan were also reviewed and updated during the year.

4.2 Fin Res & Stewardship

4.2.1 Fund-raising & Donor Relations:

UNICEF China is on track to have its most successful OR fundraising year in the current programme cycle. The office raised over US\$18.5 million in 2010 from all sources, an increase from US\$17.7 million raised in 2009, and almost twice the amount of under US\$10 million raised in 2006, the first year of the programme cycle. The most significant sources of OR in 2010 were: National Committees (\$9.7 million), China PFP (\$3.5 million), Government aid (\$2.3 million) and Thematic funding (\$1.8 million). In 2010, 73 donor reports were submitted manifesting the variety of donor support to the country programme in China.

Private Sector Fundraising in China is expected to surpass the \$3.3 million target set for 2010 at the beginning of the year, by close to \$200,000. Based on this latest estimate, funds raised in 2010 will have grown by 30% compared to 2009. Year-end results for CFR are expected to reach \$2.68 million, representing a growth rate of 65% in cash donations (54% if IKA is included). Corporate brands that are industry leaders and willing to commit to multi-year support for UNICEF represent 85% of corporate donations in 2010.

Non-monetary corporate engagement is also being pursued. The Watson's Group in China sent a UNICEF designed EDM to 1.2 million selected members to promote the C4D objectives of Global Handwashing Day. This radically increased the number of people who have already actively engaged with UNICEF.

Fundraising among the public is still not open to UNICEF. Nevertheless, funds raised from self-selected individuals, like existing donors, are expected to grow by nearly 7% to \$850,000 by year-end. Strategies will need to be worked out to improve the yield and coverage of these fundraising efforts.

4.2.2 Management of Financial and Other Assets:

In response to DFAM's "Just enough funds, just in time" call for efficient management of cash resources while ensuring adequacy of funds for programme delivery, the office reviews cash requirements on a weekly basis and constantly monitors cash-flow forecasts. Monthly closing balances are maintained within country-specific performance standards and reviewed throughout the year.

Activities related to closing of monthly accounts are executed and closely monitored. Good performance in these processes has been maintained throughout the year, in compliance with financial rules. Monthly bank reconciliations are carefully reviewed, with special attention to un-reconciled items, and are sent to DFAM on a quarterly basis. The VCU tab in ProMS is reviewed daily. There were no un-cleared external expenditures or outstanding items on bank reconciliations or local PAR balances in 2010. 2009 OBOs have all been liquidated by the end of 2010.

To strengthen assurance activities of HACT and in compliance with audit reports/recommendations, Operations and Finance fully supported spot-check activities,

which successfully became a part of routine field monitoring visits. Operations staff participated in 6 spot-check activities and provided guidance and on-job training to 7 staff members on different aspects of spot-check, including use of checklist, financial checking skills, report preparation and follow-up actions.

UN in China is not HACT-compliant and regional support is very much needed.

2010 was another productive year for cost savings, with approximately \$70,000 of support budget funds returned to the regional envelope, even as the cost of day-to-day supplies increased, and Beijing saw a 6.5% increase in utilities and fuel costs. The following cost-saving measures were implemented:

1. Abolishment of international finance officer position and creation of a national position.
2. Outsourcing of translation work instead of an in-house team of consultants/contractors.
3. Flexi-time for office drivers (first introduced in 2008).
4. Strict monitoring on usage of electricity/running water, in line with the UN initiative to reduce carbon footprint and travel costs.
5. Joint biddings with other UN agencies.
6. Implementation of one computer policy – either desktop or laptop.
7. Use of IOPs to decrease transfer charges for off-shore payments.

4.2.3 Supply:

In 2010, the total value of procurement for the UNICEF China programme was USD 8.858 million, covering 253 PGMs and 360 Purchase Orders. Approximately 13% of total procurement (USD 1.16 million worth of supplies covering 44 Purchase Orders) was done through the Government Procurement Process. USD 4.10 million worth of supplies were procured in response to emergencies, with UNICEF China supply staff conducting needs assessments, monitoring delivery and installing supplies to help ensure their timely delivery.

In 2010, UNICEF China continued to support procurement and manage complex logistics operations for other countries, including USD 4.72 million for Afghanistan, USD 4.19 million for DPRK, USD 1.87 million for Zimbabwe and smaller amounts for Ethiopia, Fiji, Kyrgyzstan and Malawi. Some of the key items procured for these countries included educational kits, pipes and fittings, pumps, generators, printing services, medical equipment and vehicles. The total value of procurement for other countries, USD 11.21 million, was 68% more than in 2009.

UNICEF China also managed transshipment of vaccines for UNICEF DPRK, processing 23 transshipments of vaccines worth USD 1.04 million and regularly providing technical support to UNICEF DPRK colleagues.

In 2010, UNICEF China established 34 valid LTAs and continued to expand its database of suppliers to support a streamlined and effective response to programme needs and obtain best value for money. UNICEF China also conducted factory and pre-delivery inspections to ensure high-quality supplies for children.

UNICEF China developed KPIs to monitor and analyze the performance of the Supply Section and suppliers on a quarterly basis. Proactive measures were taken as necessary

to resolve issues and meet programme objectives.

UNICEF China provided support to the management of the Regional Logistics Centre in Shanghai, where 107,670 educational kits worth USD 4.04 million were packed and delivered to DRC Congo, Sudan, Haiti, Dominican Republic, Pakistan, Kyrgyzstan, India, Zambia, Burundi and Indonesia.

Altogether, 41 institutional contracts worth USD 311,685.48 were processed.

4.3 Human Resource Capacity:

Maintaining an enabling work environment

The Human Resources Unit has played an important role in implementing the restructuring of the office for the new Country Programme and generally maintaining an enabling environment. UNICEF China management has continued to recognize that Human Resource Management and Development are the responsibility of all managers at all levels. Key human resource issues, such as recruitment and staff development, are included on the standing agenda of the monthly CMT meetings. The male:female ratio among staff is 1:3.

Managing staff performance and staff development

The office continued to provide training on the use of PER to new staff and staff that require refreshment training. PER completion is monitored in the Programme Coordination Meetings and supervisors are encouraged to discuss and provide feedback to their supervisees throughout the year.

The office prepared its 2010 learning plan on the basis of global, regional and country priorities, and in preparation for the new country programme cycle. Almost all 89 staff have participated in one or more group/individual trainings.

The office has developed a learning culture, and time is set aside each month for staff to participate in "insight development training" or watch training DVDs to enhance skills and knowledge. The office has also organized advanced English language training courses for senior national staff.

To address the needs of staff members on posts that will be abolished in the new country cycle, the office hired a consultant to train staff on interviewing skills and preparation of CVs.

Supporting staff well-being and morale

Taking into account the global staff survey, the office organized a five-day training session on team building and conflict resolution. Staff members also had individual sessions with the counsellor to share their thoughts and discuss any concerns.

The office, in collaboration with the staff association, has planned a two-day staff retreat with team-building and experiential-learning activities. The retreat, which was originally scheduled for 2010, has been postponed to January 2011.

4.4 Other Issues

4.4.1 Management Areas Requiring Improvement:

In 2010, UN Common Services in procurement, human resources/staffing, ICT, security, courier and medical services led to efficiency gains and cost savings. See Tab 4.2.2 for details of additional efficiency gains and cost savings.

Further efforts are needed in 2011, as China's renminbi continues to appreciate against the US dollar, and prices increase.

4.4.2 Changes in AMP:

In 2011, the AMP will focus on supporting the roll-out and effective implementation of the new Country Programme. It will look at how office structure and human resource allocations can be enhanced/adjusted to support achievement of programme results. The AMP will also revisit the newly-developed Enterprise Risk Management profiles and library and prioritize learning plans for the new initiatives (i.e. VISION, IPSAS, the multi-year planning framework and the equity tracker).

5. STUDIES, SURVEYS, EVALUATIONS & PUBLICATIONS

5.1 List of Studies, Surveys & Evaluations:

1. *Research on Challenges to Implementing the Public Health Initiatives of HSR with Equity in Rural China*
2. *Final Survey for MOH & UNICEF Piloting of the Mother and Baby Package Project (2006-2010)*
3. *Survey Report on Group Promotion Effects of Folic Acid Supplementation to Prevent NTDs in Rural China*
4. *Investigation of Physical Development and Nutrition Status for Preterm/Low Birth Weight Infants in Rural Areas of Western China*
5. *Research on the Effectiveness of China National PMTCT Programme*
6. *End-line Survey Report on Migrant MCH Services in Pilot Areas*
7. *End-Line Survey Report on Ningxia/SIDA/UNICEF MCH Project*
8. *Summary Report and Evaluation: Child Injury Prevention Project (2005-2010)*
9. *Children, Young People and AIDS (Programme Review 2006-2010)*
10. *Thematic Analysis of Non-Government Education in the Period of Compulsory Education*
11. *Review of the 11th Five-Year Plan in Relation to Education*
12. *End-Cycle Review Report on UNICEF-China Collaborative Early Child Development Pilots in 29 Counties of 10 Western Provinces (2006-2010)*
13. *Policy Study on the Challenges in Secondary School Education in China*
14. *Cost-Benefit Study on Interventions of Child Friendly Schools in China*
15. *Report on Diagnostic Study on Child Protection System in China*
16. *Mid-Term Evaluation of Millennium Development Goals Fund (MDGF) China Youth Employment & Migration (YEM)*
17. *End-cycle Survey for WASH in Schools Project*
18. *Equity and Public Governance in Health System Reform: Challenges and Opportunities for China*
19. *Research on Planning for Disaster Preparedness, Response and Management from Social Development Perspective*
20. *Monitoring Report on Primary and Secondary Schools Education Quality in Wenchuan Earthquake-Affected Area*
21. *Policy Research on Human Resource Supply and Demand in Public Service Sector in Wenchuan Earthquake-Affected Area*
22. *End-Cycle Assessment Report on Family Education Project*
23. *End of Cycle Review Report of the Joint UNICEF/UNFPA/NBS Data Project*
24. *The Investigation of Implementation of Zero-Profit Drug Supply in Township Hospitals and Village Clinics*
25. *Research on the Management and Operation Mechanism for Integration of Township and Village Health Facilities in their Provision of MCH Services*
26. *Case-Control Study of Factors Related to Preterm Birth*
27. *Research on the Model for Dibao Standard Calculation in Urban and Rural Areas*
28. *International Review: Financing Early Childhood Care and Education Services*
29. *Policy Research on Promoting Social and Cultural Affairs in the Context of Economic Transition*

30. *Challenges to Social and Cultural Affairs and Relevant Policy Implication in the Context of Migration from Rural to Urban Areas*
31. *Overall Assessment on Social Policy Implementation after Wenchuan Earthquake*
32. *Early Childhood Education Cost Analysis: A Preliminary Report Based on a Survey of Early Childhood Development Programmes in 25 counties of 3 Provinces in China*

5.2 List of Other Publications

1. *Children in China: An Atlas of Social Indicators*
2. *Guidelines on Complementary Food Supplements*
3. *Mother's Love (video)*
4. *Infant and Young Children Feeding*
5. *CFKG Monitoring Guidebook*
6. *Project-Based Learning with ICT*
7. *Early Learning Development Guidelines (ELDG)*
8. *Guidebook for Implementation of China Child Friendly School Standards in Schools*
9. *New Policy for Protecting Children Affected by AIDS and Plan for a Child Welfare System*
10. *Rights of the Child in Children's Eyes*
11. *Sichuan Earthquake Two Year Report*
12. *2009 Social progress in China - Statistics related to MDGs*
13. *2010 Social Progress in China / *** Province (National and in 31 provinces)*
14. *Participants Talk about Child Friendly Schools-Voice from Children and Teachers*
15. *Teacher's Guidebook for Delivering Health Education in Schools*
16. *Child Welfare in China - Stocktaking Report 2010*
17. *Comprehensive Life Skills Training Package for Young Migrants - Trainer's guide (MDG-F, YEM project)*

6. INNOVATION & LESSONS LEARNED:

Title: *Using HIV/AIDS as an entry point to advocate for a child welfare policy supporting all vulnerable children*

Contact Person: Etienne Poirot (epoirot@unicef.org)

Abstract:

UNICEF used pilot demonstration projects supporting the welfare of children orphaned by HIV/AIDS to further advocate for a welfare package for all vulnerable children in China. Working closely with government counterparts, UNICEF advocated for a child welfare policy that was AIDS-sensitive, but not AIDS-exclusive. The experiences and lessons learned from the child welfare demonstration projects influenced the development of the national policy on child welfare, and mobilized resources from both national and provincial governments to provide cash transfer and social assistance to all vulnerable children.

These pilots also demonstrate the importance of using a multi-sectoral approach to advocate for policies that affect the welfare of all vulnerable children. UNICEF staff from the HIV/AIDS, Child Protection and Social Policy sections worked together with each other and with their respective government counterparts to synchronize and synergize their advocacy and support.

Innovation or Lessons Learned:

While the initial cash transfer and social assistance programme mainly focused on children orphaned by HIV/AIDS, it was later widened to also include children affected by AIDS, and finally expanded to include all vulnerable children in need of social assistance in China.

Potential Application:

Lessons learned from this pilot project will be used to finalize the drafting of the Child Welfare Framework, which will help to inform the drafting of the country's 12th Five-Year Plan of Action. Some components of the new policy are expected to be scaled up nationally within the next five years.

Issue/Background:

While China is considered a middle-income country, large disparities exist, especially among rural/migrant/ethnic minority families. Many poor families are also among the most vulnerable to HIV infection. Poor families affected by HIV/AIDS often fall further into poverty, with limited access to social services and support.

The initial-needs-assessment conducted in 2003 found that 60% of children orphaned by AIDS lived in households with annual incomes under RMB 1,000 (US \$150). One-fourth of children orphaned by AIDS were not in school. Among those in school, most had poor school performances/absences due to psychological distress and the need to care for sick parents.

Strategy and Implementation:

The main strategies consisted of conducting a needs assessment and involving government counterparts to design the child welfare package; setting up service delivery mechanisms with clearly defined roles and responsibilities; developing an effective data collection and monitoring system; leveraging government resources for the project; and advocating for the national scale up of the child welfare package of support.

Since 2003, UNICEF has been supporting pilot projects in communities which had large numbers of children orphaned by HIV/AIDS in Yunnan, Henan and Shanxi provinces. Based on the needs of the children and families affected by HIV/AIDS, a care package was developed, which included the provision of cash transfer, education, health care, counselling, income generation and psychosocial support. These pilot projects generated experiences and identified best practices that have been used to support evidence-based advocacy with key decision-makers at both the provincial and national level.

Progress and Results:

In 2009, MCA issued a national policy stipulating that HIV-positive children and children orphaned by HIV/AIDS would receive a monthly living allowance of RMB600 for those living in families, and RMB1,000 for those living in institutions. In addition to ensuring minimum living conditions for children affected by HIV/AIDS, the policy document recognized that "the family is the best environment in which to raise children."

In October 2010, the State Council issued a circular calling for local governments at all levels to allocate special funds to cover minimum living expenses for orphaned children, and would complement local funds by providing RMB2.5 billion (USD 374 million) per year. This landmark policy document calls for the first time for special funds from both central and local governments to support the most vulnerable children, including those not living in governmental institutions. Currently this policy is benefiting 714,000 children nationwide. UNICEF's work in pilot communities contributed to the growing recognition that community and family-based care are the best environments in which to raise children.

The recent policy on delivering cash assistance to orphans forms a foundation for building a child welfare system which has a comprehensive service delivery structure implemented at the community level.

Next Steps:

While much of UNICEF's engagement in child welfare began through work with children affected by HIV/AIDS, in the ongoing work on a child welfare demonstration programme, UNICEF is adopting a more systems-based approach. UNICEF is working with government counterparts to expand the scope of child welfare in China, by including components on birth registration, nutrition and primary health, early childhood development, family care, cash transfers, social support, educational and vocational training, and communication and advocacy on child rights.

7. SOUTH-SOUTH COOPERATION:

In 2010, UNICEF China played a significant role in promoting south-south cooperation in the Asia-Pacific region by supporting the coordination and organization of the High-Level Meeting (HLM) on Cooperation for Child Rights in the Asia-Pacific Region in Beijing. The meeting's objectives of strengthening both the platform for south-south cooperation and political commitment for child rights within the region were achieved as 28 ministerial-level delegations from the Asia-Pacific region shared their good practices and experiences, and unanimously adopted the Beijing Declaration on South-South Cooperation for Child Rights. The meeting's key substantive areas of focus were: achieving the MDGs with equity by addressing disparities, developing a systems-building approach to child protection and child welfare, and saving and enhancing lives through more effective disaster risk reduction for children.

The 28 participating countries, collectively home to some 1.17 billion children or 53% of the world's children, agreed through the Beijing Declaration to develop a regional strategy for south-south cooperation programmes on child rights. Specifically, the countries agreed to strengthen cooperation on sharing good practices and establish a database of information and knowledge to increase understanding of disparities and their underlying causes; strengthen national child protection systems; and ensure practical measures for child-friendly disaster risk reduction within community-based efforts. Delegates agreed to meet again in India in 2013 to assess progress on south-south cooperation for child rights in the Asia-Pacific region.

As a direct follow up to the HLM, the UNICEF offices of China and Cambodia facilitated a study visit by the Cambodian National Council for Children to China's National Working Committee on Children and Women (NWCCW) in December to learn about China's experience in developing and implementing its National Programme of Action for Children's Development and NWCCW's work to promote child rights in China.