

China

Executive Summary

UNICEF successfully contributed the development of improved national policies, standards and tools, provided technical expertise to pilot project implementation, and utilised evidence generated from the pilot projects to advocate for improved quality of services for poor and vulnerable children in China. The successful pilot implementation of UNICEF's programmes in health and nutrition; social policy; child protection; education; water, sanitation and hygiene; and HIV/AIDS significantly influenced national policy and resulted in scale-up of proven project interventions nationally.

In 2015, through strategic engagement with national and international partners, UNICEF China supported international exchanges, shared project experiences and good practices, and supported research, analysis and evaluation. Notably, UNICEF China supported the comprehensive multidimensional child poverty analysis in Hubei Province, and the findings were used to develop and inform sub-provincial programming and plans in other regions. In partnership with the China Disabled Persons Federation, work was completed on a study on social welfare services and family support to children with disabilities, and UNICEF China supported the Government in preparing the 13th Five-Year Plan (FYP) for the Development of Disabled Persons.

UNICEF China further advanced environmentally sustainable and risk-informed programming in 2015. The Whole School Environment Project promoted greening, flowering and vegetable planting as priority activities in schools, and environmental and disaster risk education were established as extracurricular activities. The recently launched integrated disaster risk reduction (DRR) project aims to advance local government capacity to withstand disasters, increase community awareness on environmental and climate risks, and use the evidence generated from the pilots to inform national policy development.

UNICEF China continued to promote integration and cross-sectoral linkages between sectors as a key programme strategy, exploring and implementing integration in early childhood development (ECD), on joint initiatives between the water, sanitation and hygiene (WASH), nutrition and education sectors, and in the area of DRR. Considerable advances were made, but challenges remain, particularly regarding the coordination of activities among different actors at the local level.

In 2015 UNICEF China sustained close cooperation with government partners to strengthen capacity and support piloting, testing and scaling up of successful programme approaches to leverage resources for children, particularly aligned to the agenda of the Sustainable Development Goals (SDGs). UNICEF worked closely, in particular, with the National Health and Family Planning Commission (NHFPC), Ministry of Education (MOE), Ministry of Civil Affairs (MCA), National Working Committee on Children and Women (NWCCW), Ministry of Finance and National Bureau of Statistics (NBS), as well as with other important government partners. UNICEF China also played an active role in UN system partnerships for advocacy and programme activities, including support for the launch of the Government's final Millennium

Development Goals (MDGs) report, contributions to the UN Day 70th Anniversary event, and chairing and participation in UN technical and theme groups.

Aligned with the Global Communication and Public Advocacy strategy, UNICEF China increased public awareness of UNICEF as a voice and advocate for children, and contributed to placing children's issues high on the public agenda. Key advocacy issues related to programme priorities were promoted through digital campaigns, including on ECD, breastfeeding ('10m² of Love') and violence against children (VAC).

Support to South-South cooperation was consolidated as a key strategic element in 2015, with UNICEF China partnering with UNICEF Headquarters and Regional Office for Eastern and Southern Africa (ESARO) to promote child and maternal health as a core component of the China-Africa Cooperation programme. UNICEF China also prioritised support to innovation for children through collaboration within China and through international networks. Along with the Global Innovation Centre (GIC), UNICEF China supported the development of the "Yudee" Android mobile application for children with autism, in collaboration with the Peking University School of Life Sciences, the National Institute of Biological Sciences and G-Wearables to facilitate autistic children's communication and learning.

The Country Management Team (CMT) successfully supported implementation of the final year of the Country Programme and facilitated the functioning of the Country Office, ensuring sound financial resource management with efficiency gains and cost savings, effective supply and procurement services implementation, strategic human resources coordination and efficient use of information and communication technologies (ICTs)

Humanitarian Assistance

China's extensive and varied geography is prone to recurrent and major natural disasters, including earthquakes, flooding, droughts and extreme climate events. Globally, China ranks among the top 10 countries suffering the greatest toll from disasters, in terms of both the total number of fatalities and economic cost of damages. The Government has strong capacity to provide immediate emergency relief and response to the vast majority of the emergencies and natural disasters experienced. UNICEF China chiefly supported post-disaster recovery efforts through its partnerships with local governments in regions where UNICEF-supported development projects are located. As such, the emergency work carried out by the China Country Office was closely linked to its regular programming, with the goal of supporting communities through post-disaster periods while ensuring that development programming can continue.

UNICEF contributions included providing safe spaces and post-disaster psychosocial support for children through child-friendly spaces (CFS), integrating safety education into school curricula and retrofitting schools, providing clean water and sanitary latrines, strengthening maternal and child health worker capacity in affected areas and providing the micronutrient supplement Ying Yang Bao (YYB, soybean-based micronutrient supplement) to vulnerable children to reduce the prevalence of anaemia and stunting.

UNICEF China provided continued follow-up support in the areas of maternal child health (MCH); immunisation; water, sanitation and hygiene (WASH); and child protection for several prior emergencies, including the 2014 Ludian earthquake in Yunnan province, the 2014 Jinggu earthquake in Yunnan province, the 2013 Dingxi earthquake in Gansu province and the 2013 Ya'an earthquake in Sichuan province. Specifically, UNICEF China:

- 1) Provided essential MCH equipment to the township hospitals and village clinics and conducted capacity-building training for MCH personnel in areas affected by the Ludian and Ya'an earthquakes;
- 2) Conducted training on emergency and communication for development (C4D) activities to improve routine immunisation coverage and control polio and measles outbreaks in emergency-affected counties of Gansu and Yunnan provinces;
- 3) Supported an emergency vaccination campaign in the border areas of Yunnan province, after the influx of Myanmar residents fleeing into China due to continued conflict in the Kokang area of Myanmar's Shan State;
- 4) Piloted community approach to total sanitation (CLTS) interventions, reviewed the administration YYB and conducted an assessment of the effectiveness of integrated nutrition-WASH interventions in earthquake-affected Min County of Gansu Province;
- 5) Established and supported the social work service platform and referral system in earthquake-affected areas of Lushan and Ya'an counties in Sichuan Province to improve implementation of social work services during emergencies,
- 6) Coordinated support to CFS/Children's Places to ensure that child welfare and protection services reach the children and families most affected by the Ludian, Jinggu and Ya'an earthquakes.

In addition to extending project-level support, UNICEF China engaged in policy dialogue and high-level partnerships with several government counterparts on emergency issues. UNICEF China worked closely with the MOE to finalise and pilot fast-track emergency assessment tools on DRR. Areas covered were: developing a guidebook on tools and procedures for planning and management of emergency reconstruction of schools, documenting UNICEF-MOE cooperation in DRR and finalising the national primary and junior secondary school safety management standards. Working with the China Centre for Disease Control and Prevention and the National Patriotic Health Campaign Committee Office, UNICEF China contributed to the draft WASH rapid assessment tool and contingency plan. UNICEF China also assisted in the establishment of three provincial technical support hubs to promote the quality and accessibility of CFS/Children's Places and conducted an impact evaluation of the CFS project in China, working with the (NWCCW).

UNICEF chairs the China UN Disaster Management Team (UNDMT) and participated actively in UNDMT activities.

In 2015 UNICEF China also completed the full update of the Early Warning Early Action portal, ensuring the Office's preparedness when an emergency occurs.

Mid-term Review of the Strategic Plan

UNICEF China continued to find the Medium-Term Strategic Plan (MTSP) 2014-2017 very valuable, as it focuses on advancing the rights of every child, especially the most disadvantaged, vulnerable and excluded children.

The MTSP was particularly helpful as the Office worked with various partners to develop the new China Country Programme 2016-2020 over the last 18 months, striving to make deeper

and more sustainable positive change for the most disadvantaged children in China. The new programme design, informed by the MTSP and the more than three decades of programme experience in China, is driven by identifying the barriers and bottlenecks that keep the most disadvantaged children from realising their rights. The generation of evidence from pilot activities and wide knowledge provided the basis to advocate for and inform the development of stronger child-centred policies, standards and guidelines, and support the Government in ensuring that high-quality national programmes for children will remain central to the new Country Programme, influencing significant changes for children in areas such as early childhood development and child welfare. The new Country Programme will encompass an integrated approach to the seven strategic focus areas (health, HIV/AIDS, WASH, nutrition, education, child protection, and social inclusion), strengthened partnerships nationally and globally, and more purposeful work on equity and support to the Government to go to scale for the most disadvantaged children.

Some limitations to the MTSP were also observed. The clarity of the seven results areas is obviously useful, however this clarity can also induce a sense of prescription at the Country Office level with regard to a country programme structure that needs to include all seven MTSP results areas. While it is positive that the MTSP includes a theory of change, its usefulness is limited by the “sectoral” structure of the Plan. It is also limited in its applicability to the very different programme contexts in which UNICEF is working around the world. From the perspective of this Country Office, it offers little help in describing how UNICEF can/does influence results at scale for the most vulnerable children.

As we continually strive to better tell our “story” of change, we help affect children’s lives at significant scale, and we look at aggregating results across countries, regions and globally. The MTSP could be stronger at articulating those high-level results that the organisation seeks to influence and achieve. This is particularly important now as the SDGs (amongst a number of other factors) increase the demand for more integrated approaches. The seven results areas tend to lead us into a more “siloed” programmatic approach and also to a “how” narrative, rather than a more integrated approach and results-focused narrative that is able to better articulate the changes for children to which UNICEF is contributing.

Summary Notes and Acronyms

ACWF – All China Women’s Federation
AMP - Annual management plan
BPS – Basic public services
C4D – Communication for development
CATS - Community approach to total sanitation
CCT – Conditional cash transfer
CDC – China Centre for Disease Control
CEDAW – Convention on the Elimination of All Forms of Discrimination against Women
CFS – Child-friendly spaces
CIP – Child injury prevention
CMT – County management team
CNCCC - China National Committee for the Care of Children
CPMP – Country Programme management plan
CRBP – Child Rights Business Principles
DPRK – Democratic People’s Republic of Korea
DRR – Disaster risk reduction
ECD – Early childhood development

ECE – Early childhood education
ESARO – East and Southern Africa Regional Office
EVM - Effective vaccine management
FYP – Five-Year Plan
FVL – Family Violence Law
GIC – Global Innovation Centre
ICT – Information and communication technology
IECD – Integrated early childhood development
IMCH – Integrated maternal and child health
IPs – Implementing partners
LTAs – Long-term agreements
M&E - Monitoring & evaluation
MCA- Ministry of Civil Affairs
MCH – Maternal-child health
MCHMIS - MCH management information system
MDGs – Millennium Development Goals
MOE – Ministry of Education
MOFCOM – Ministry of Commerce
MRUs – Mobile resource units
MTSP – Medium-term strategic plan
NBS – National Bureau of Statistics
NDRC - National Development and Reform Commission
NGO(s) - Non-governmental organisation(s)
NHFPC - National Health and Family Planning Commission
NWCCW – National Working Committee on Children and Women
OR – Other resources
PFM – Public financial management
PMTCT - Prevention of mother-to-child transmission (of HIV)
RR – Regular resources
RLC – Regional Logistics Centre
RSEs – Research, studies and evaluations
SCAWCO - State Council AIDS Working Committee
SD – Supply Division (UNICEF)
SDGs – Sustainable Development Goals
SEL - Social and emotional learning
SOPs – Standard operating procedures
UN – United Nations
UNCT – United Nations Country Team
UNDMT – UN Disaster Management Team
UNDP – United Nations Development Programme
UNDSS – United Nations Department of Safety and Security
UNEP – United Nations Environment Programme
UNFPA – United Nations Fund for Population Activities
UNICEF – United Nations Children’s Fund
UN-OMT – United Nations operational management team
UNV – United Nations volunteers
VAC - Violence against children
WASH – Water, sanitation and hygiene
WHO – World Health Organization
YYB - Ying Yang Bao, micronutrient supplement

Capacity Development

In the context of China's middle-income status and ongoing rapid economic, social and institutional development, capacity development continued to represent the core underlying strategy and aim of UNICEF cooperation. During 2015, UNICEF China maintained focus on strengthening national capacity in the areas of service delivery, development and application of policies and guidance, and evidence generation and use – to name but three. Technical assistance was provided through a variety of modalities, including linkages and exchange with international expertise; sharing of experiences and exposure to successful examples and good practices; informing understanding of social norms and their implications for advocacy and policies; and support for research, analysis and evaluation. Specific instances in each of these areas, at the national and subnational levels, are described in Results Assessments for the country programme.

To strengthen national, provincial and local capacity for data collection, analysis and use, UNICEF continued its long-term partnership with China's NBS. Working jointly with UNFPA, support was provided for the inclusion of sex-disaggregated indicators into the NBS routine comprehensive data collection and reporting system.

Consultations were held and technical inputs provided to support China's contributions to the development of global indicators for the SDGs and targets. Data from the "Children in China" Atlas (2014) were analysed and disseminated. UNICEF and UNFPA continued to support the NBS in the development and use of e-survey methodologies and data collection for the intercensal survey.

Support for emergency preparedness, DRR and emergency response continued to centre on strengthening China's already well-developed capacity in these areas, with a focus on information systems and mapping of vulnerability and disaster risks, as well as enhanced support to building capacity at the county and community levels for DRR, which will continue into the new Country Programme.

Evidence Generation, Policy Dialogue and Advocacy

As a key component of the Country Programme strategy, UNICEF China worked consistently to build knowledge and promote evidence-based policy dialogue to support advocacy for equity, child rights and social inclusion. This work was guided by recommendations of the Committee on the Rights of the Child, including such priorities as: assessing the adequacy of budget allocations to services for children and families, examining the effects of the national household registration system (Hukou) on children and exploring practical ways to address child poverty and inequality.

UNICEF China supported a multiple and overlapping dimensions analysis of child poverty in Hubei Province, the findings of which were used to develop sub-provincial programming and plans. It was the first comprehensive child poverty analysis of its kind. The report and associated dialogue and events led to the creation of a network of champions equipped to discuss multi-dimensional child poverty, its importance and strategies to address it. The findings of the study highlight deprivations related to unmet MDGs, such as improved sanitation. This work built a foundation for increasing the focus on child poverty in national sectoral programming and conducting similar analyses in other provinces.

Evidence-generation contributed to policy dialogue and action in all programme areas, supported by an extensive range of research, studies and evaluations undertaken during the

year. For example, analyses of public financial management (PFM) for children in education and child protection contributed to national debate and led to establishment of a PFM benchmark on “balanced and equitable” compulsory education, adopted by the Government to promote cross-region equity in quality, free, compulsory education for children aged six-to-15. A review of publicly financed cash transfers and social assistance programmes for children and child protection functions and services identified key gaps and areas requiring specific financial analysis.

Additional examples are presented in other parts of this report.

Partnerships

In 2015 UNICEF China continued to foster close cooperation with Government partners to strengthen capacity and support piloting, testing and scaling-up of successful programme approaches, described throughout this report. Specific focus was placed on leveraging resources for children through strategic partnerships with key actors in different technical areas in China, particularly aligned to the SDG agenda, including:

- Leading UN and Gates Foundation joint efforts for World Vaccination Week, creating a common set of social media messages and activities
- Supporting a regional technical conference on prevention of mother-to-child transmission (PMTCT) of HIV, in cooperation with WHO and other organisations, and leading communication activities with national and regional agencies and non-governmental organisations (NGOs)
- Supporting a high-level regional conference on ECD, held in Beijing in partnership with the Asia Regional Network on Early Childhood
- Contributing to World AIDS Day events by hosting a joint civil society and government event, as well as other UN communication activities
- Strategically partnering with Government, international agencies and donors in the ‘A Promise Renewed’ initiative, through support to the development of a national child survival and development strategy and the identification of cost-effective interventions for inclusion in China’s 13th FYP.

UNICEF China played an active role in UN system partnerships for advocacy and programme activities, including support for the launch of the Government’s final MDG report, contributions to the UN Day 70th Anniversary event and chairing and participation in UN technical and theme groups.

UNICEF China collaborated with a range of national partners in advancing Child Rights and Business Principles (CRBP), including cooperation with the Centre for Child Rights and Corporate Social Responsibility for the development of a communication platform on parenting and ECD for migrant factory workers. UNICEF China hosted a CRBP stocktaking event to review progress and launched the Chinese version of the CRBP.

External Communication and Public Advocacy

UNICEF China built and further strengthened systems to monitor, measure and leverage the impact of its external engagement through digital and traditional media. Aligned with the global communication and public advocacy strategy, these systems increased brand awareness of

UNICEF as a voice and advocate for children, and contributed to placing children's issues high on the public agenda. Key achievements included:

- Expansion of UNICEF China's digital presence by strengthening content messaging through use of multimedia, blogs and photo essays, including videos on "barefoot social workers" and a breastfeeding campaign with UN Ambassador Ma Yili, resulting in significant increases in the number of followers on all UNICEF China social media platforms.
- Bringing UNICEF global issues and content to social media in China, greatly expanding messaging for children and adolescents, supported by participation in the digital transformation project.
- Strengthening UNICEF China's relationships with national and local media outlets (Xinhua and CCTV Kids) and social media (Baidu, Sina, WeChat) through proactive media briefings and social media contributions on topics such as ECD, child protection and left-behind children; promoting UNICEF expertise and new research, and arranging domestic media partners to document key UNICEF partnerships, including in immunisation;
- Promoting key advocacy issues related to programme priorities through digital campaigns, including on ECD, breastfeeding (10m² of Love) and VAC;
- Launch of the revamped Country Office website in English and Chinese, and a monthly e-bulletin to highlight key child rights issues and drive traffic to the website;
- Tracking of media coverage generated from UNICEF press releases, media briefings and interviews, and fine-tuning of investment in communication and advocacy;
- At the local level, contributing to a social media campaign to regulate public smoking, in partnership with national organisations, which resulted in restrictions in Beijing on public indoor smoking and stronger laws on tobacco advertising.

South-South Cooperation and Triangular Cooperation

Support to South-South cooperation was consolidated in 2015 as a key strategic element of UNICEF China.

UNICEF China partnered with ESARO and Headquarters to promote child and maternal health as a core component of the upcoming phase of the China-Africa Cooperation 2016-18 programme. UNICEF engaged in a series of technical meetings and the China-Africa Health Minister's Meeting, actively contributing to the drafting of reports, resolutions and declarations to ensure that critical child and maternal health issues were included.

In partnership with the Bill & Melinda Gates Foundation and with support from UNICEF Ethiopia, UNICEF China organised a Chinese media mission to Ethiopia in November, with a special focus on child health and survival. The mission provided a unique opportunity to strengthen key Chinese media's understanding of how investment in public health can save children's lives. It also reinforced the importance of China's support to development in Africa, ahead of the Sixth Forum on China-Africa Cooperation held in early December.

Launching the more than US\$60 billion investment by China in Africa over the coming three years, at the Sixth Forum on China-Africa Cooperation held in Johannesburg, President Xi

announced that there will be "special programmes focusing on women and children" in seven African countries. Planning is now underway with ESARO and three Country Offices to develop concrete plans through which actions by UNICEF will enhance the value of the investments that China will make in health programmes for children and women in the seven countries.

The UNICEF-Tsinghua University Innovation Forum held in October focused on the application of technology in the post-2015 sustainable development agenda. With participation from ESARO, the Forum featured innovative projects from China and Africa and created a platform for exchange on technological cooperation on innovations for children between China and African countries.

Identification and Promotion of Innovation

In cooperation with UNICEF's GIC, UNICEF China prioritised support to innovation for children through collaboration within China and with international networks. Key achievements included:

- Establishment of a strategic partnership on innovation with Tsinghua University. The UNICEF-Tsinghua partnership aims to strengthen UNICEF's growing network of international academic partners on innovation, leverage new ways to use science and technology and contribute to the SDG agenda. The Tsinghua-UNICEF Youth Forum was co-organised by the university's Academy of Arts & Design and Institute of Education and UNICEF, bringing together 200 young people, designers, technologists, social entrepreneurs and academics. A "Design for UNICEF" course was held for a second year, expanding to a semester-long class to engage multidisciplinary groups of students to identify solutions related to UNICEF's programmatic engagement in health, social policy and education.
- Provision of technical assistance to programme design, in cooperation with GIC. UNICEF participated in the high-level China-Africa seminar held during the Hospeq international medical exhibition in Beijing. Potential collaboration was identified for a diagnostic device for pneumonia. Partnerships were initiated for mobile health and the design of a 'healthy family framework'. Development of the "Yudee" Android mobile application for children with autism was supported by the GIC in collaboration with the Peking University School of Life Sciences, National Institute of Biological Sciences and G-Wearables to facilitate autistic children's communication and learning. In late 2015, UNICEF China supported a media visit to Ethiopia to share Chinese technology for immunisation systems.

These actions resulted in increased domestic and international advocacy for innovation for children. UNICEF China's contributions were highlighted on UNICEF international platforms, positioning the Country Programme in support of UNICEF's innovation commitment. Key principles, initiatives and documents on innovation were translated into Chinese and an innovation section was created on the UNICEF China website.

Support to Integration and cross-sectoral linkages

UNICEF China continued to promote integration and cross-sectoral linkages between sectors as a key programme strategy, exploring and implementing integration in ECD, on joint initiatives between WASH, nutrition and education sectors, and in the area of DRR. Considerable advances were made, but challenges remained, particularly regarding the coordination of activities among different actors at the local level.

UNICEF China's integrated early childhood development (IECD) project exemplified the focus on evidence-generation and policy dialogue to leverage positive results from integrated

programming for children. The IECD project aims to assist poor children in pilot sites to develop to their full potential by addressing major determinants of children’s development – maternal and child nutrition, hygiene, early stimulation, non-violent discipline, child protection and poverty – in a coordinated and mutually supporting manner. Under the leadership of the NHFPC, different Government counterparts played essential roles in policy development and service delivery, including the All China Women’s Federation (ACWF) and the Ministry of Civil Affairs. Technical materials for village doctors, volunteers and social workers were developed to promote standardised IECD services. Key interventions for addressing risk factors were provided at homes, in village clinics and ECD centres, and through Mobile Resource Units (MRUs). All project villages were visited once every two months by an expert team that conducted refresher training, provided technical supervision to village service providers, brought supplies and identified children at risk.

All sectors collaborated with increasing focus on the “whole child”. The MRUs helped to promote inter-sectoral collaboration. Plans were finalised for the provision of computer tablets to every village team, to further unify service providers in meeting the needs of the individual child – for health, nutrition, early stimulation and child protection. Experiences were documented to demonstrate how cross-sectoral collaboration generates a multiplier effect for vulnerable children.

Service Delivery

In its final year of implementation, the Country Programme continued to focus on strengthening local capacity to improve the delivery of equitable and high-quality services in China. The model of “Pilots to Policy to Results at Scale” was further applied to improve the situation of disadvantaged and vulnerable children through partnerships with Government ministries and organisations in: (a) piloting of demonstration service delivery models, (b) monitoring for evidence of results for children and how these are achieved, (c) using this evidence to advocate for policy changes, and (d) assisting Government to implement, replicate and adapt interventions on a wider scale.

UNICEF China provided technical support for the design and management of service delivery systems for children in all programme sectors. In the context of China’s large size and middle-income-country status, UNICEF’s direct support and monitoring of service continued to focus on pilot settings. Two examples were:

- “Children’s Places” (CFS) in cooperation with NWCCW. Initially developed to provide a safe and supportive environment for children in emergency relief settings, the model served as a catalyst for developing community-based child protection systems, increasing awareness of psychosocial support and community-based protection services in routine contexts. During 2015, UNICEF China continued to support monitoring systems, documentation and capacity building, and initiated an evaluation to provide concrete evidence to guide the planned scaling-up of the CFS model to nationwide coverage in the coming five years.
- Integrated maternal and child health (IMCH) in Yunnan Province. Since 2011, UNICEF China supported the development of innovative IMCH models for the provision of standard MCH services to improve health outcomes, with a focus on three target groups: women and children, service provider and government and relevant staff. Findings in 2015 identified positive outcomes benefitting from this comprehensive approach to strengthening service delivery.

Human Rights-Based Approach to Cooperation

UNICEF China supported follow-up actions by the Government in relation to the concluding observations by the Committee on the Rights of the Child on China's combined third and fourth periodic reports in 2013. UNICEF worked with national partners on key issues highlighted in the observations, including equitable budget allocations for essential services; improved child-specific data collection; access to services by disadvantaged groups, children with disabilities, girls, children and adolescents affected by HIV/AIDS; birth registration; ending VAC; and improving family environments and alternative care. These efforts contributed to the initiation of national actions and the development of the 2016-2020 Country Programme.

The concluding observations issued by the Committee on the Convention to Eliminate All Forms of Discrimination against Women (CEDAW) in relation to China's combined seventh and eighth periodic reports in 2014 informed key actions toward gender equality. Particular focus was placed on gender-based violence and the need for sex-disaggregated data. UNICEF co-chaired the UN Task Force on Family Violence and provided technical assistance to the Government for the first Family Violence Law, currently under review, which gives special protection to children coming in contact with the police.

Working jointly with UNFPA, UNICEF China continued to support the NBS to produce sex-disaggregated data to identify gaps in social and economic progress, including in child mortality rates, in relation to boys and girls affected by migration, and in education and health outcomes, by age group. This contributed to ongoing programmes and the development of the new Country Programme.

In partnership with the China Disabled Persons Federation, work was completed on a study on social welfare services and family support to children with disabilities, and UNICEF China supported the Government in preparing the 13th FYP for the Development of Disabled Persons.

Through training, workshops and consultation with partners, the human rights-based approach was applied in the development of the new Country Programme.

Gender Mainstreaming and Equality

Following the concluding observations by the CEDAW Committee at the end of 2014, UNICEF China supported its dissemination to Chinese government sectors and the public through two workshops conducted by the ACWF for over 300 government officials, women's cadres and media from all 33 provinces. With support from UNICEF China, a training manual on CEDAW was being finalised by the ACWF to institutionalise gender training for all Government staff and women's cadres.

As a follow-up to the concluding observations, and building on previous joint work between UNICEF and the ACWF, UNICEF China continued to support ACWF in ensuring equal rights to land. A national training workshop was conducted in Yunnan by ACWF for women cadres and staff of the Ministry of Agriculture to discuss implementation of the policy on ensuring gender equity in land contract reconfirmation, which is being scaled up across the country. Women cadres were trained on practical skills, such as social mobilisation, mediation and conflict management.

Gender dimensions and gender sensitivity are integrated within all areas of UNICEF China cooperation. In order to tackle major gender inequality issues in China, multi-sectoral interventions are necessary, requiring collaboration and technical inputs from different sections

in the Office and respective national implementing partners.

As an example of a specific gender-focused intervention, UNICEF China supported the development of an innovative smartphone application, using the WeChat platform on life skills for girls, to reach thousands of adolescent users and stimulate discussions on key issues related to their lives.

The role of the gender focal point was revised and raised to the P5 level, with the chief of child protection leading UNICEF's gender equality team with representation from all sectors. The team provided close support to the incorporation of gender strategy and issues in the new Country Programme.

Environmental Sustainability

China faces significant environmental challenges and climate risks, including worsening air quality, land and water contamination, waste management issues, drought and flooding. Vulnerable populations, especially children and women, are often most affected by the negative impacts of environmental degradation and climate change.

In 2015 UNICEF China continued to advance environmentally sustainable and risk-informed programming. Within the WASH programme, the Whole School Environment Project promoted greening, flowering and vegetable planting as priority activities in schools, and environmental and disaster risk education were established as extracurricular activities. In terms of innovations, new designs for anti-freezing septic tanks and water-saving sitting and squatting pans were produced with private sector partners. UNICEF China also contributed to the national emergency health training from a WASH perspective, introducing the concepts of preparedness and resilience to key actors.

In partnership with Government counterparts, UNICEF began implementation of the integrated DRR project, which aims to improve preparedness and resilience in three pilot counties in Sichuan province by advancing local government capacity to withstand disasters, increasing community awareness on environmental and climate risks and using the evidence generated from the pilot model to inform policy development at the national level.

As an active member of the UN Theme Group on Climate Change and Environment, UNICEF China contributed to joint initiatives organised by UN agencies. In 2015, UNICEF participated in the World Water Day event in Beijing and in a joint UN Environment Programme (UNEP) and Xinhua News Agency event organised at Tongji University, encouraging students to take action in climate change mitigation and advocacy. UNICEF cooperated with UNEP to solicit youth views and suggestions on climate change in preparation for the Paris Climate Conference.

A taskforce was established to assess the environmental footprint of the Office. A strategy was produced, including recommendations to install solar panels and introduce electric-powered cars.

Effective Leadership

The Country Management Team (CMT), composed of senior management, section chiefs, the Staff Association and key focal points, met monthly during 2015, with a focus on supporting the effective implementation of the Country Programme in its final year and facilitating the functioning of the Country Office. At its second meeting of 2015 the CMT approved the annual management plan (AMP), including an update to the emergency risk management profile and

business continuity plan. These elements were further updated and included in the Country Programme Management Plan (CPMP) 2016-2020. Actions taken during the year to improve operations and programme management performance included:

- Completion and approval of the CPMP and submission to the programme budget review (approved), incorporating a range of efficiencies
- Piloting of the global e-Tools initiative
- Revision of procedures for research, studies and evaluations
- Completion of the Country Programme Action Plan 2016-2020
- Endorsement of continuation of the reimbursement modality.

The Country Office used multiple mechanisms to track management indicators, audit recommendations and risk management. Management indicators were updated monthly by programme and operations sections and compiled into an online dashboard update that was circulated to CMT members and discussed with sections by management. Specific performance areas for attention were highlighted and followed up. The dashboard and other key risks were reviewed as standing items by the CMT. Recommendations from the 2013 audit were reviewed by the CMT on an ongoing basis. Programmatic and emergency risks and mitigation measures, as identified in the AMP, were discussed with programme partners and incorporated into rolling work plans and implementation procedures. The Office is prepared to take action, at Government request, to support response to natural disasters, as a key risk area. This approach was assessed as effective.

Financial Resources Management

The CMT addressed risk areas identified by auditors and in the Office risk management document. Internal controls were strengthened in high-risk areas of supply and procurement and website security, including introduction of standard operating procedures (SOPs) for pre-delivery inspection, electronic bidding and website security. Eight of 10 audit recommendations were closed.

14 partners were identified for micro-assessment for the 2016-2020 country programme. The global long-term agreement (LTA) holder was contracted to complete the assessment.

UNICEF provided comments on the draft UN macro-assessment report of the PFM system. The final report was reviewed in December and has guided UNICEF China's engagement with the Supreme Audit Institution, through the Ministry of Commerce (MOFCOM) to include UNICEF programme activities within their audit scope of our IPs.

Spot-check activities were conducted according to plan, with all 21 completed by the end of the year. Assurance activities were shared with UNDP and UNFPA. The status of spot-check recommendations was monitored at programme and CMT meetings. The Office avoided outstanding direct cash transfer by working on a reimbursement modality with programme partners. Use of the reimbursement modality also simplified cash assistance work processes.

The foreseen decline in regular resources (RR) and increase in other resources (OR) drove significant changes in the staffing structure of the Country Programme. (See Efficiency section for cost savings)

The CMT reviewed the status of budget commitments/utilisation on a monthly basis, along with other indicators in the programme and operations dashboard. The 2015 RR and OR expenditure rates were both 100 per cent.

Bank reconciliations were completed according to the monthly closure schedule. All reconciling items were cleared within 30 days. The month-end schedules were examined regularly, and no overdue items were reported. Closure activities were completed as per deadlines.

Fund-raising and Donor Relations

OR forms an essential component of the Country Programme, accounting in 2015 for 66 per cent of total resources allotted. Utilisation of OR is planned in detail with counterparts at the project level to ensure effective implementation.

During 2015 UNICEF China secured nearly 100 per cent of its annualised OR ceiling, with the total combined income from Country Office PSFR activities, UNICEF National Committees and global corporate alliances reaching over US\$17 million. Sales of ‘inspired gifts’, UNICEF China’s sole source of locally raised RR, grew to over US\$300,000. Over the 2011-2015 Country Programme cycle the utilisation rate against ORR ceiling was 78 per cent, leaving a funding gap of 22 per cent. The OR budget was full utilised by the end of 2015.

UNICEF China markets “inspired gifts” on Taobao, China’s largest e-commerce platform, year-round as a channel to support the most vulnerable children, especially children affected by emergencies. Public awareness of UNICEF’s global emergency response increased as a result of these promotion efforts. Average spending in 2015 reached US\$43, increasing from US\$30 in 2014, the first year of operation.

Corporate donors represent the major local source of OR. UNICEF China saw a concrete positive shift in its corporate donor profiles, with corporate partners becoming more diversified in their interests, supporting projects in areas such as DRR, WASH and child protection.

The quality of donor reporting was enhanced through the implementation of a new procedure adopted in 2014 for submission of draft reports to the planning, monitoring and evaluation section one month prior to the due date, ensuring adequate time for review, discussion and revision. All 63 donor reports for 2015 were submitted on time.

Evaluation

Evaluation is prioritised as a key tool for accountability and strengthening programme effectiveness, as well as serving as a key component of the Country Programme’s ‘Knowledge, Evidence and Advocacy’ strategy. In 2015, UNICEF China initiated two evaluations, the mid-term evaluation of the conditional cash transfer (CCT) project (under social policy) and the final evaluation of the CFS project (under child protection). The CCT evaluation was terminated upon review, following the inception phase, based on a careful assessment of the quality and progress required to achieve a satisfactory evaluation. A qualitative mid-term study was agreed upon to support the final evaluation in 2017. Selection of the evaluation team was initiated for the CFS evaluation, which is planned for completion by mid-2016. There are no open management responses from previous evaluations requiring follow-up.

Based on past experience and in the light of global and regional guidance, UNICEF China revised the SOPs for quality assurance of UNICEF-supported research, studies and evaluations (RSEs), which outline minimum standards and steps for the development of quality knowledge products that meet expectations for credibility and accountability and promote the effective use of the knowledge generated. The work process was strengthened to ensure and improve quality across the RSEs cycle of prioritisation and identification of the RSE agenda, developing

proposals and methodologies, undertaking RSE activities, review and dissemination, and monitoring and assessment of impact. Plans were agreed for training, particularly for the implementation of ethical review standards, for staff and counterparts in 2016.

Three major evaluations were identified for the 2016-2020 programme cycle. A range of other evaluations, assessments and research and studies will also be undertaken during the programme cycle and reflected in the integrated monitoring and evaluation plan, with a continued emphasis on strengthening national capacity.

Efficiency Gains and Cost Savings

Initiatives undertaken in 2015 for efficiency gains and cost savings included negotiations for an increased premises rental subsidy from the Government; identified savings in operational costs for travel, utilities and communications; and sharing of human resources with other offices in the region. The human resource manager post was upgraded to P4 level, including to provide strategic support to UNICEF Country Offices in the Democratic People's Republic of Korea (DPRK) and Mongolia.

Proposals were agreed for increased sharing of UNICEF China supply staffing costs in respect to activities carried out on behalf of other country offices and with Supply Division (SD) for the Regional Logistics Centre in Shanghai. In addition to funding provided by UNICEF DPRK, SD agreed to cover US\$131,000 of China Country Programme's supply staffing costs per year, a cost savings from RR.

A 10 percent reduction of regional institutional budget (IB) was supported by abolishment of two IB-funded GS positions, whose functions will be shared or outsourced. Savings also continued to be realised by outsourcing the GS3 receptionist position. Estimated total annual savings were US\$115,000.

The office Vision Hub functioned efficiently. Centralisation of transactions activities allowed programme staff to spend more time on activities for achieving results. This realised annual savings of US\$120,000 and enabled employment of three long-serving staff with abolished posts. The Vision hub was able to support other UNICEF offices in the region.

Recommendations in the Office greening strategy were aimed at reducing long-run operating costs by installing solar panels and using electric vehicles, for follow-up in 2016.

The Office participated actively in the joint LTA process, together with other UN agencies. LTAs for cleaning and gardening, travel service, security and office supplies (the latter two led by UNICEF) were established. UNICEF served as deputy Chair of the UN operations management team and participated in UN-wide harmonized approach to cash transfer processes and security management.

Supply Management

Supply assistance during 2015 contributed to the successful implementation of UNICEF China's programmes and operations. The total supply inputs were valued at US\$4.5 million as follows:

- Programme supplies	US\$1,234,253
- Operational supplies	US\$413,315
- Services	US\$3,267,378

UNICEF China continued to support other Country Offices in procurement services, with quality-control mechanisms in place prior to delivery.

- DPRK:	US\$1,363,283
- Lebanon:	US\$428,504
- Liberia:	US\$417,034
- Pakistan:	US\$174,120
- Sierra Leone:	US\$138,213

LTAs were further expanded for UNICEF China and global supply network use, with a total of 70 LTAs in place with 43 vendors. A significant contribution was also made in contracting for common services for UN system agencies in Beijing through the UN China procurement network.

UNICEF China supported the Supply Division in day-to-day operations of the Regional Logistics Centre (RLC) in Shanghai, through performance monitoring, coordination with Government counterparts and service providers. The RLC was primarily used for production, storage (including pre-positioning of items for emergency response) and shipment of standard and customised education kits. In 2015 the total volume was US\$14,510,987, with 167,046 kits produced. UNICEF China initiated discussions with the Government for strategic enhancement of the logistics centre, as part of broader emergency response mechanisms.

Monitoring and tracking of supply chains were strengthened through the use of supply and logistics dashboards. UNICEF China worked closely with counterparts in the optimisation of supply chains, including cooperation with the MOFCOM to promote the China market for UNICEF business opportunities at international sourcing fairs. UNICEF China undertook assessment and inspection of new suppliers for essential commodities, and the UNICEF China suppliers list was provided to SD for their participation in UNICEF global tenders.

Security for Staff and Premises

The UNICEF China premises are situated in an independent compound, similar to a number of other agencies, due to space limitations for a UN House. The UNICEF premises are fully compliant with minimum operating security standards, according to UNDSS requirements. No major security threats were identified or reported by UNDSS in 2015. In addition to the security service hired by UNICEF, the Government provides rotating security guards stationed outside of the UNICEF compound, as it does for all embassies and UN agencies in Chaoyang District, ensuring a high level of security coverage.

The Country Office continued to improve its facilities to enhance efficiency and staff productivity. The Office heating system was upgraded this year. With a view to the new Country Programme and changes in staffing structure, the office seating plan was revised for better co-location of sections and a number of staff were able to move to more convenient work spaces.

Adherence was maintained to the mandatory process of obtaining security clearance for all travel through the TRIPS system. All new staff members were briefed on security and undertook on-line security training immediately upon joining.

No major incidents of staff safety and security occurred during 2015.

Poor air quality is a major problem in Beijing and in other parts of China. Air pollution, including of PM 2.5 particulates, often reaches hazardous levels, making it unsafe to be outdoors. Indoor air quality is also affected. The Country Office ensured availability and maintained the functioning of air purifiers in all offices and indoor public areas, and recommended the use of breathing masks outdoors as per a UNCT and OMT decision. Options were introduced for staff to work from home on air quality alert days.

The process of producing the Office greening strategy included a review of safety considerations for follow-up by the CMT.

Human Resources

In line with the programme strategy, the Country Office staffing structure was strengthened to better enable senior officers to focus on upstream work, junior officers to support programme implementation and section chiefs to lead the generation of evidence to inform policy changes.

As part of the new Country Programme development process, with Regional Office support, priorities were identified for staff learning and development and reflected in the 2015-2016 Country Office learning and development plan. Several training and orientation sessions were conducted in 2015, including: organisational ethics training, competency-based interview training and an information session on the pension fund and related issues.

Career consultations and stretch assignments were provided to staff with abolished posts to help expand their career opportunities within or outside of UNICEF. Three staff members were placed in comparable posts in other sections under an internal rotation, and three staff members were accepted for new posts under competitive selection.

Recruitments in 2015 comprised eight fixed-term staff, four temporary assistance staff and one local volunteer. Several recruitments were ongoing at the end of the year. A few key positions remained vacant throughout 2015, with temporary assistance contracts and consultants used to fill these gaps during crucial periods. Eleven interns were recruited to support programmatic activities.

An action plan in relation to the global staff survey was prepared in consultation with the Staff Association. Three areas identified for improvement were: (i) career development, (ii) work life balance, and (iii) enhancement of effectiveness and efficiency. Indicators for these areas were monitored by the CMT. Eighty-two per cent of staff completed mid-year discussions for the 2015 performance appraisal system (PAS) and e-PAS.

A custodian was identified for PEP kits received from UNDSS. UNICEF China contributed US\$1,480, on an equal shares basis with UN CARES, through the UNCT.

Effective Use of Information and Communication Technology

Equipped with a strong information and communication technology (ICT) platform, UNICEF China took further steps to improve ICT effectiveness and efficiency in 2015, including increasing Internet bandwidth to improve accessibility to e-services and Vision applications, and organisation of learning sessions to build user skills with Office 365 tools. OneDrive for Business was used to transfer large files between the China office and Syria office; Skype for Business was used frequently for internal and external meetings and the SharePoint office team site was utilised by committee and task force members for coordination and document storage.

ICT continued to serve as a driver for achieving the goals of the Country Programme. For the ECD advocacy campaign, a mobile application was developed to collect public opinion on parenting methods, engaging more than 30,000 parents. Planning was begun for other mobile applications for programmes. UNICEF China collaborated with Headquarters in the development of e-tools designed to strengthen programme monitoring in the field. The Office worked with the Global Innovation Team to introduce RapidPro and other innovative ICT products to counterparts in China.

UNICEF China expanded its digital presence by investing in its social media accounts to strengthen advocacy and public communication efforts to position children on the public agenda in China. The number of followers on all digital platforms increased dramatically during the year.

The ICT footprint in the Office was further reduced. The local Citrix server was decommissioned, and users were trained to use NYHQ Citrix portal for remote access to Vision and other corporate business applications. With migration to Office 365 and other information technology solutions and services initiatives utilising cloud services, the WAN traffic optimisation application was removed from the office network. The number of servers and core network devices was also reduced due to the introduction of more powerful new equipment.

Programme Components from Results Assessment Module

ANALYSIS BY OUTCOME AND OUTPUT RESULTS

OUTCOME 1 Children and women in China, particularly the poor and vulnerable, will see improvements in well-being from strengthened policy frameworks and implementation mechanisms consistent with the CRC, CEDAW and the NPA for Children.

Analytical Statement of Progress:

During the 2011-2015 programme cycle, UNICEF China prioritised support to ensure equitable access to a minimum package of quality basic services, informed by learning from sub-national child poverty analysis and experience at the local level. Work with academic and Government partners generated significant knowledge for policy engagement, building evidence and awareness of the barriers and bottlenecks to meeting children's needs and rights, and of steps to strengthen the enabling environment. Significant contributions were made to policy frameworks, plans and implementation mechanisms to advance the rights of children, in alignment with national and international frameworks and agreements.

Over the past five years, culminating in activities undertaken in 2015, UNICEF contributed to important results for children:

- Child poverty was included in the national rural poverty reduction strategy (2011-2020), with the potential to create new programme opportunities for 25 per cent of Chinese children living in the poorest rural areas who are currently invisible in poverty policies and programmes. Awareness of multiple and overlapping dimensions of child poverty was raised among key policy partners and champions in the academic and practitioner communities. The Hubei child poverty analysis highlighted significant deprivations in nutrition, water and sanitation, and ECD. Hubei Province subsequently developed provincial poverty-reduction strategies, with plans and budgets to reflect these priority areas. South-South collaboration and global knowledge generation on child poverty were promoted through partnership with the leading group on poverty reduction.

- Understanding was enhanced on both the limitations and potential for current social protection strategies to prevent and respond to child poverty. UNICEF cooperation evolved to focus on raising social assistance benefits to support household expenditure on children, and on increased integration of cash transfers and community-based social services. Partnership with the Ministry of Civil Affairs (MCA) contributed to ongoing reform of social assistance programmes, including the minimum living subsidy (*dibao*) and medical financial assistance. Key policy advocacy focused on the prevalence of malnutrition, especially anaemia, among urban children under five receiving social assistance, and on the limited access to public health services for social assistance recipients. Knowledge generated on medical financial assistance contributed to coverage expansion for types of major and severe diseases, eligibility criteria and simplified procedures (e.g. direct reimbursement) for patients with opportunistic infections.
- For the first time, a comprehensive set of social assistance services critical to children – education grants, financial assistance for health costs, housing grants, employment support and temporary assistance for the poor – were brought together in one national law, with MCA playing a coordination role, significantly contributing toward integrated social assistance programming. UNICEF supported meetings of global and national experts with Government on development of “interim measures of social assistance”, to advocate for greater investment in social assistance programmes for poor children. Support was provided to MCA for a new policy to reform procedures for application, verification and delivery of cash transfers and to include the right of migrant children in urban areas to apply for education grants via the school they attend, rather than their place of formal residence. This focus on equity was extended with policy research into practical ways to promote the integration of rural and urban services, and improved funding mechanisms and regulations.
- Through partnership with the Ministry of Finance (MoF), evidence was strengthened on the cost of Government special-purpose grant programmes for maternal child health, hospital delivery, maternal nutrition and rural sanitation, implemented at the local level. Based on findings of UNICEF-supported research, financing was increased and services were expanded for the national child protection centres project, including extension of child protection risk screening and reporting to communities. With UNICEF’s active role in research and advocacy, the national budget for the project increased to US\$ 30.8 million in 2014.
- South-South exchange and capacity building on public financial management for social services and emergency/disaster risk reduction were promoted, initially at the regional level, through government participation in an inter-country workshop sponsored by the UNICEF Regional Office (EAPRO), which was subsequently followed up.
- Through partnership with the National Development and Reform Commission (NDRC), support was provided to development of the first-ever national FYP for basic public services (BPS), promulgated by the State Council in 2012. This plan included an essential list of BPS for children covering health, education and protection, including national minimum standards; financing guarantees; and implementation guidance. UNICEF supported the NDRC in the development of a monitoring and evaluation framework for this plan, accountability for equitable BPS delivery was enhanced at subnational levels.
- UNICEF’s policy advocacy continued to respond to the conclusions of the latest report by the Committee on the Rights of the Child. Engagement on public finance and governance, particularly in the context of rural/urban inequalities and China’s household registration system, addressed the report’s concern over inadequate resource allocation

to services for children, as well as the persistence of regional and rural/urban disparities and their effects on particular groups of children.

During 2015, UNICEF China continued to work with national-level government partners to ensure that evidence-based policy analyses and advice translate into equitable basic public services for children, including basic education, social assistance and child welfare. Particular attention was given to ensuring that measures to address child poverty and promote the inclusion of all children in China's growth and development feature in the 13th Five Year Plan. Supported by a range of studies, consultations and technical inputs, UNICEF convened and advocated for the expansion of BPS for all children, to ensure necessary financial commitments and track results for children.

OUTPUT 1 Research, policy analysis and recommendations and pilots contribute to improved Government policy frameworks, laws, national plans and policies on child poverty, social assistance models, budgeting and, social welfare for children that are child and gender-sensitive and increasingly evidence-based.

Analytical Statement of Progress:

Cooperation toward this result focused on evidence generation and advocacy with the Government to increase investment in children. Priorities for 2015 were to establish a network of champions to promote the Hubei child poverty analysis approach, and advance child policy analysis in planning and programming at the sub-national level. The focus was on reform of social assistance criteria to cover all children regardless of household registration, and on payment levels to increase coverage and strengthen the social protection response to neglected dimensions, including nutrition. Piloting was continued on pioneering cash transfers for children, in particular through the implementation of the integrated MCH CCT Programme.

UNICEF China provided technical assistance to the Government's Leading Group Office on Poverty Alleviation and Development and academic partners to advance understanding and use of multi-dimensional analysis of child poverty. Progress in 2015 included:

- Publication and dissemination of the Hubei child poverty analysis report and policy brief, including through a launch workshop
- Establishment of a network of champions to support review and implementation of child poverty analysis at the sub-national level
- Promotion of research findings on child poverty, highlighting poor nutrition, lack of water and sanitation and poor ECD as key deprivations
- Identification of southern Jiangxi for second phase pilot to enhance the capacity of local government to design, implement and monitor child poverty programmes.

Working with MCA, UNICEF China contributed to policy reform of household registration, advocating for greater entitlement and portability of entitlements to social assistance, increased minimum standards for social assistance, greater integration of urban and rural systems and improved funding mechanisms and regulations. Specifically, UNICEF supported:

- Design of a roadmap for integration of the rural and urban social assistance (*dibao*) system and programmes;
- Review of social assistance services to improve the efficiency and quality of services;

- Feasibility study for piloting a “child development account” to build up assets of poor children and their families, promote financial inclusion and enhance the prospects of continued education;
- Review of current models of medical financial assistance for catastrophic diseases;
- Organisation of the national Fourth Social Assistance Forum;
- Continued introduction of child rights and child-sensitive social protection concepts to local practitioners.

The CCT Project continued to be implemented in 15 counties of Yunnan, Gansu and Sichuan provinces in 2015. The information system was expanded with the establishment of a message platform to send targeted health education messages and reminders of scheduled health care visits. Refresher training on the information system was provided to project managers and officers at all levels. Over 11,300 pregnant women and children under the age of one were enrolled and over US\$700,000 in cash transfers were disbursed, resulting in increased access to and outcomes of pre-natal, delivery and post-natal MCH services. Local government awareness of the potential for cash transfers to address demand-side barriers to CCT and MCH-related issues was increased.

Support from UNICEF contributed to the inclusion of child poverty in China’s national approach to poverty reduction in rural areas and reforms of social protection to address child rights.

OUTPUT 2 Research, policy analysis and recommendations and pilots contribute to better aligned institutional responsibilities, resources and incentive structures for the equitable realization of the rights of children and women in China.

Analytical Statement of Progress:

Over the programme cycle, UNICEF supported national partners to strengthen the planning, financing and implementation of social policies and programmes for children and families. Technical contributions were on changes in government planning and budget allocation for basic public services, including primary health and nutrition, basic education, child and social protection. Key achievements included:

- Contributions to enhanced means-testing and verification of the national minimum living standard (*dibao*), with the aim of increasing income security for children
- Advocacy for increases in central finance and improvement of the service functions for child protection centres
- Proposals for strengthening central Government expenditure authority to safeguard equal entitlements to basic education by migrant children in cities; this recommendation was adopted at the Central Party Committee 5th plenary proposals for the 13th FYP
- Contributions to the development of the first-ever national plan for BPS, leading to the inclusion of a core list of BPS for children, rolled out in 2012
- Advisory inputs to the NDRC for the development of a monitoring and evaluation (M&E) indicator framework for the BPS plan, to enhance accountability for BPS delivery.

In 2015, UNICEF China supported analyses of PFM for children to promote equitable resource allocation in the implementation of free compulsory education for children aged six-to-15 years and improved investment in social assistance programmes and child protection services. Specific progress included:

- Proposal of an evaluation benchmark for PFM on “balanced and equitable” compulsory education funding, adopted by Government to promote cross-region equity in quality education
- Review of public-financed cash transfers and social assistance programmes for children and child protection functions and services, which led to further proposals to the MoF on improved PFM effectiveness and efficiency for social assistance programmes for children.

UNICEF China supported a series of policy analyses, consultations and workshops by the NDRC in preparation for the 13th National Five Year Plan for Social Development and Basic Public Services (2016-2020). Contributions included:

- Support to development by the NDRC of national guidance for ‘one stop’ BPS centres for easy access and registration for entitlements by farmers’ families and children in rural communities
- The report of a study of key citizen needs identified gaps in current BPS for children, including pre-school education and health protection, as well as regional and cross-group inequity. UNICEF-supported policy research received positive attention at a high level of Government.
- A proposal to the NDRC for establishment of a double-track system for social worker professionalization, combining the professional workforce with the “barefoot social worker” model.

Over the five-year programme, UNICEF support contributed to better alignment of Government institutional and budget responsibilities in a number of key areas, through an emerging focus on performance incentives at the sub-national level to assist the Government to track performance improvements.

OUTPUT 3 Government capacity in monitoring and implementation of the CRC and CEDAW, NPA-Children and NPA- Women is strengthened, with a focus on the rights of poor and vulnerable children and women.

Analytical Statement of Progress:

Over the five-year programme, UNICEF China supported technical assistance to improve the quality of delivery under the national programme of action for children (NPA) in areas including nutrition, prevention of birth defects and ECD. Guidelines on NPA implementation were developed and disseminated. UNICEF supported the establishment of coordination mechanisms for the NPA across departments at sub-national level.

UNICEF-supported pilot counties showed higher implementation performance, and the guidelines and lessons generated were used by the NWCCW to raise the overall quality of NPA implementation. Mechanisms to ensure that sectors work together to deliver services to children were strengthened, and partners’ capacity to advocate for an increased focus on child poverty was strengthened at the county level.

Since 2012 UNICEF has provided technical support to the Ministry of Foreign Affairs for the submission of the report on Implementation of the Convention on the Rights of Child (CRC). This process increased understanding of the CRC within Government and among the general population.

The CEDAW Committee reviewed China's combined 7th and 8th periodic CEDAW report in late 2014 and issued its concluding observations. UNICEF supported the dissemination of the observations to Chinese Government sectors and the public through two workshops conducted by ACWF for over 300 Government officials, women cadres and media staff from the central government of all 33 provinces. Participants discussed the constraints and measures for implementation of CEDAW and the recommendations for China. A training manual on CEDAW was being finalised by ACWF for institutionalisation of gender training for government staff and women cadres in the country.

As a follow-up to the CEDAW recommendations, UNICEF supported ACWF to take practical steps to address women's rights to land through the implementation of a policy by the Ministry of Agriculture that ensures gender equity in land contract reconfirmation. As a result of UNICEF technical assistance, more women have their names on land title documents. ACWF staff capacity was increased in practical skills such as social mobilisation, mediation and conflict management related to land contracts.

UNICEF further supported the implementation of CEDAW and CRC recommendations through dissemination of committee report conclusions and the alignment of partnership activities with specific CRC recommendations, such as to address the uneven economic benefits of China's development through land reform. Support to NPA implementation focused on a number of recommendations, including those related to addressing the impacts of the *hukou* system on child rights and strengthening coordination mechanisms at the local level to increase focus on relevant NPA priorities.

OUTCOME 2 By the end of 2015, children and women in China, particularly the poor and vulnerable, will enjoy a better health and nutrition status, and protection from impoverishment due to ill health.

Analytical Statement of Progress:

The partnership between UNICEF and the NHFPC builds on how results from a small number of UNICEF demonstration areas led to national policy changes, and subsequent scaling-up of interventions led to results for children and pregnant women.

Between 2011 and 2015, UNICEF support led to key results for children and pregnant women: inequities between migrant and resident populations were reduced by adopting standard MCH interventions for migrants in UNICEF project areas; access to MCH interventions improved through integrated MCH and CCTs in UNICEF demonstration areas in Gansu, Sichuan and Yunnan provinces; access to health insurance for new-borns improved as a result of evidence-based advocacy in project areas in Guangdong and Zhejiang provinces.

To build capacity, improve quality of care, enhance C4D and reduce inequities and health service fragmentation, NHFPC and UNICEF led the development of an integrated MCH service package, implemented in 35 poor counties in seven western provinces, and two migrant sites in two eastern provinces.

Other improvements in the health system and policies were also achieved: multi-sector collaboration on early birth registration; adoption of international growth standards; the development and acceptance of a national child survival strategy and inclusion of high-impact interventions in the 13th FYP; policy and practice guidelines for MCH, nutrition, immunisation, child injury prevention and HIV; evidence on inadequate and inefficient child health financing; assessment of adolescent health in preparation for an adolescent health strategy; a novel

approach to addressing key risk factors to improve IECD; increased standardisation of China's MCH management information system (MCHMIS) in support of the Government's vision to develop a single, comprehensive and integrated information system; improved service capacity through secondment of senior staff and participatory training approaches; and integrated testing and treatment approaches for HIV, syphilis and Hepatitis B.

Scale-up of successful project interventions was also realised: provincial child survival strategies drafted in Guizhou, Gansu and Qinghai provinces; project materials, such as MCH counselling cards and the Mothers Booklet, were scaled up nation-wide through inclusion in NHFPC's standard toolkit; the '10m2 of love' campaign to promote breastfeeding was scaled up through use of a website and collaboration on the establishment of breastfeeding rooms between the NHFPC, ACWF, China Trade Unions and UNICEF; nation-wide expansion of HIV services to prevent parent-to-child transmission from one demonstration county in 2001 to 1,156 counties in 2010 to coverage of all pregnant women and children in 2015.

In 2015 UNICEF worked with the NHFPC to develop a national child survival and development strategy, in line with 'A Promise Renewed'. A national menu of 24 highly cost-effective child survival interventions was identified through UNICEF-supported research on impact, cost and child health expenditure, with key interventions included in the Government's 13th FYP (2016-2020). Moreover, UNICEF successfully advocated for the introduction of free and universal PMTCT screening for all pregnant women. In line with global, regional and country priorities, 'Care for Development' was scaled-up and introduced at all UNICEF-supported MCH sites. UNICEF supported the development of a general standard on micronutrient supplementation of pregnant and lactating women, and an update of dietary guidelines for pregnant women, infants and young children. In addition, UNICEF technical support was provided to monitoring and evaluation of nutrition interventions, and exploring integrated nutrition and WASH interventions to further improve the nutritional status of children.

UNICEF also supported the compilation and documentation of achievements in child immunisation in China over the last 40 years. Moreover, UNICEF C4D activities to improve vaccination access (particularly in Xinjiang and Tibetan where there is low demand for immunisation services from ethnic minorities) were successful in changing care-seeking behaviours. In 2015, UNICEF continued to support and advocate for government promotion and replication of child injury prevention (CIP) interventions by supporting the National Working Committee for Children and Women (NWCCW) to organise a national CIP promotion and training workshop. UNICEF also coordinated with relevant ministries to advocate for UN global child road safety policies, in an effort to increase public awareness.

China has achieved MDG 1, 4 and possibly 5 (achievements for MDG 5 still under review), and is moving towards elimination of measles, rubella, and parent-to-child transmission of Hepatitis B, HIV, and syphilis. Supported by UNICEF's pioneering assistance in health programmes from 2011 to 2015, poor and vulnerable children and women gained increased access to quality health and nutrition services, better protecting them from disease and impoverishment due to ill health.

OUTPUT 1 Nutrition inequities are reduced and intervention coverage is improved through increasingly standardized and evidence-based multi-sector nutrition policies, C4D approaches, service delivery and M&E.

Analytical Statement of Progress:

Coexistence of child and maternal undernutrition and growing levels of overweight and obesity is an emerging trend in China. According to the 2012 national nutrition and health survey, stunting prevalence of children under age five in the poorest counties was 20 per cent, while the prevalence of overweight and obesity among children aged six-to-17 was 16 per cent. UNICEF China's work in nutrition over the past five years included quality monitoring and evaluation of the YYB micronutrient supplement, and C4D activities based on the situation analysis, communication plan and standardised questionnaires developed for nutrition surveys at project sites.

UNICEF China's work on YYB to prevent and control undernutrition among infants and young children in the poorest counties leveraged Government funding of US\$220 million, and benefitted more than 4 million children in 341 impoverished counties. 2014 survey results showed that 55 per cent of children in the pilots consume more than four sachets of YYB per week, with prevalence of anaemia decreased from 33 per cent to 26 per cent and prevalence of stunting decreased from 10 per cent to 8 per cent after one year of interventions. YYB was highlighted as one of the key strategies for alleviating child poverty in the 'National Development Plan of Children in Poverty Counties'. UNICEF supported the development of guidelines on micronutrient supplementation for pregnant women and lactating women, which helps address iron and other nutrient deficiencies that have significant implications for the nutritional status of their babies.

UNICEF contributed to the consolidation of the achievements of the iodine deficiency elimination program. Concerns over excessive iodine intake surfaced in scientific and public discussions in 2015. UNICEF thus supported investigative studies to better understand the situation and addressed key concerns of the public and clinicians.

Working with the NHFPC, ACWF, and ACTU, UNICEF supported International Breastfeeding Week in 2015. The '10M² of love' approach was used to promote the establishment of breastfeeding rooms in the workplace and in public. As of 2015, some 1,578 breastfeeding rooms were registered on the UNICEF '10M²' website. UNICEF also worked with the NHFPC to adopt and extend global criteria for the baby-friendly hospital (BFH) initiative, with inclusion of the early breastfeeding initiative, 7,036 BFHs in 31 provinces were certified in China in 2015.

UNICEF supported the development of several longitudinal studies, including a study on Shanghai primary school students, to develop evidence on maternal and child obesity prevention and control strategies.

To further improve the nutritional status of infants and young children, UNICEF plans to pilot and implement integrated nutrition and WASH intervention in impoverished areas. Moreover, UNICEF will also work with researchers on the birth cohort to standardise data collection and pool results for nutrition policy development.

Through UNICEF's work with Government partners and other stakeholders, the nutritional status of children and women has improved in rural areas; the disparity of stunting rates between urban and poverty rural decreased from 17.8 per cent to 14.4 per cent.

OUTPUT 2 Immunization inequities (in particular on hepatitis B, polio and measles,) are reduced, and intervention coverage is improved in vulnerable groups through increasingly standardized and evidence-based immunization policies, C4D approaches, routine service delivery and M&E.

Analytical Statement of Progress:

Over the past decade, China achieved tremendous success in child immunisation. Through leveraging global initiatives such as polio eradication, elimination of maternal and new-born tetanus, measles elimination and Hepatitis B control, UNICEF supported the development of the cold chain information system, promoted universal childhood immunisation and advanced equity-focused vaccine preventable disease control and prevention in China.

In 2015 UNICEF supported the documentation of child immunisation achievement in China during the past 40 years. The report summarised the valuable experiences from national and global child immunisation developments, and informed UNICEF South-South cooperation initiatives on child health programming.

UNICEF continued to work with the NHFPC in the development of the national effective vaccine management (EVM) standard operation process, providing support to three national experts on EVM and the vaccine supply chain training workshop. The national EVM standard operation process was drafted in 2015.

UNICEF also continued to support the development of the national vaccination management regulation in 2015 to address investigations on financing mechanism to compensate for adverse vaccine reactions. Thus far, the survey results were documented and submitted to NHFPC as part of the evidence gathered to influence national policy.

At UNICEF pilot project sites, C4D activities were strengthened to improve access to routine vaccinations, particularly in western provinces such as Xinjiang and Tibetan, where there is low demand for immunisation services from ethnic minority and migrant communities. Different strategies for improving vaccination coverage were piloted and adopted, and were successful in changing care-seeking behaviours among vulnerable populations. With UNICEF support, almost 10,000 children under age one received routine expanded programme of immunisation (EPI) services at the project sites, achieving coverage of more than 98 per cent.

To improve the delivery of vaccination services at village level, UNICEF supported the development of a mobile application for EPI micro-planning in Tibet, which proved to be effective in improving the quality of EPI services in hard-to-reach remote areas. UNICEF is in discussions with the Government to demonstrate UNICEF's successful project experiences and introduce this tool in other provinces in the future.

In 2015 UNICEF also responded to the Government's request to support EPI emergency interventions in the Yunnan border area to prevent an outbreak of vaccine-preventable diseases due to the large influx of Kokang refugees from Myanmar fleeing to Lincang County. UNICEF supported training for local staff on searching and reporting missing children and conducting vaccination campaigns. As a result, more than 10,000 children from Myanmar received vaccinations for polio, measles and Hepatitis A, attaining total coverage of 95 per cent.

With notable support from UNICEF, access to improved routine immunisation services was achieved in project sites, especially among vulnerable ethnic minority and migrant children, through developing evidence-based immunisation policies, utilising C4D approaches and strengthening routine service delivery and M&E efforts.

OUTPUT 3 Maternal and child health inequities are reduced and intervention coverage is improved through increasingly standardized and evidence-based health policies, communication for development (C4D) approaches, service delivery and M&E.

Analytical Statement of Progress:

to address inequities in MCH, over the past five years UNICEF China focused on developing MCH policies focused on high-impact child survival strategies, improving evidence-based, quality, integrated MCH service delivery, addressing barriers in the MCH information system, ensuring universal birth registration and universalisation of the 'mother-child book', as well as advancing efforts on major MCH issues related to vulnerable populations, including ethnic minorities and migrant children.

In 2015, in line with 'A Promise Renewed', UNICEF worked with the NHFPC to develop the national child survival and development strategy (CSDS) and National New-born Action Plan, a menu of child survival interventions. UNICEF also supported a costing study application of the 'lives saved tool' (LiST), which laid down 24 highly cost-effective interventions from the national menu for reducing child mortality rates. The findings suggest that an estimated 200,000 child deaths could be prevented between 2015 and 2020 with the implementation of these interventions. In addition, several situation and bottleneck analyses were conducted to strengthen human resources on MCH, improve quality of MCH and PMTCT services, advance the MCHMIS and indicators framework and better understand the MCH situation nationally and locally. Significantly, UNICEF's valuable upstream work was successful in convincing the Government to launch free, universal PMTCT screening for all pregnant women in 2015.

UNICEF's MCH pilot projects also achieved notable results in 2015:

- The integrated MCH (IMCH) project focused on local policy advocacy, quality IMCH services, capacity building and C4D activities. By 2015, in the UNICEF pilot sites in Liangshan prefecture of Sichuan province, hospital delivery rates increased by 122 per cent, attendance at five antenatal care visits increased by 74 per cent, the maternal mortality rate declined by 84 per cent and the under-five mortality rate fell by 47 per cent. In addition, the Parents' Book, developed by the project, was adopted by the NHFPC for scale up.
- The IECD project provided critical and timely nutrition and early development support for vulnerable children and developed technical and advocacy material to address risk factors related to child development, leading to positive life-long impacts for children.
- The MCHMIS project, focused on the integration of multi-information systems with a unique ID for new-borns, to link them to a range of necessary services, applied innovative approaches to reaching poor and vulnerable children by developing the multi-sectoral MCHMIS cloud platform and the mobile app., as well as providing information and data resources to service providers and beneficiaries for improving service access and quality.

The under-five mortality rate in rural areas was still around 2.4 times that of urban or coastal areas in 2015. Neonatal mortality accounts for over half of all under-five deaths. Over 75 per cent of maternal and child deaths in China could be prevented by better antenatal, delivery and postnatal care. As China transitions from the MDGs to the SDGs, more work needs to be done at the local level to reduce under-five mortality. Moreover, there is increasing recognition of the need to improve governance, financing, human resources and the MCH information system to improve the quality of MCH services in China.

OUTPUT 4 UNICEF provided human resource support through this 'Intermediate Result' with the funds utilized in this IR to mainly help the organization contribute to the achievement of other IRs within the programme component, or across Programme components in the country programme of cooperation.

Analytical Statement of Progress:

UNICEF provided human resource support, mainly to help the organisation contribute to the achievement of other outcomes within the programme component, or across programme components, in the Country Programme of Cooperation.

OUTPUT 5 Child injury prevention inequities are reduced and intervention coverage improved through increasingly standardized and evidence-based multi-sector child injury prevention policies, C4D approaches, service delivery and M&E.

Analytical Statement of Progress:

Since its introduction in 2005, the UNICEF child injury prevention (CIP) project was scaled up in six districts in Beijing, 17 counties in Jiangxi province, and two cities in Jiangsu province, The successful pilot experiences were also introduced in 31 provinces.

In 2015 UNICEF continued to support government advocacy initiatives to promote, replicate and scale up CIP interventions in more regions in China, and organised a national CIP promotion workshop for 31 provinces. More than 120 local NWCCW leaders, as well as health and education officials, attended the workshop in Nantong, Jiangsu province, where UNICEF project experiences of local safe communities and safe schools were shared.

Six CIP technical guidelines were developed and finalised this year, covering: child road traffic injury interventions, child drowning interventions, the child fall interventions, child acute unintentional poisoning interventions, child dog-bites interventions, and child injury prevention and control. These guidelines provided support for the NWCCW to urge local governments to implement CIP.

UNICEF also coordinated with multiple government bodies to advocate for UN global child road safety policies. In an effort to raise public awareness, a national child road safety forum was organised, with social mobilisation activities carried out in the six pilot provinces. Due to the successful organisation of events at the national and local levels, cooperative partnership on child road safety was strengthened among key players, including international organisations, local government agencies and NGOs.

The UNICEF CIP project explored establishing a CIP cooperation mechanism with the Government to address VAC and the related information collection. UNICEF supported VAC data analysis through the national injury surveillance system. This was the first attempt to explore routine collection of VAC information in China, and it will contribute to the development of evidence-based VAC policies and interventions in the future. UNICEF also explored the possibility of integrating VAC interventions into ongoing UNICEF CIP interventions as part of the its safe home, safe school and safe community approach. A collaboration mechanism between NWCCW, China CDC, and UNICEF's child protection programme will aid in implementing VAC interventions as part of the CIP project.

Working with Government counterparts, international organisations and NGOs, UNICEF contributed to the promotion of child injury prevention by developing CIP guidelines at the

national level, as well as utilising C4D approaches and strengthening routine service delivery and M&E efforts at the local level.

OUTCOME 3 Children aged 0-18 years, especially the poor and vulnerable, will benefit from improved access to and delivery of quality early learning, basic education, and non-formal education and from supportive policies and systems

Analytical Statement of Progress:

For all programme areas – ECD, Basic Education and non-formal education – UNICEF successfully utilised evidence from pilots, technical expertise, advocacy, and ongoing engagement with the MoE and other national and international key partners to inform the development of improved national policies, standards and tools, and to support their implementation, which enabled increased access to improved quality education services for poor and vulnerable children aged zero through adolescence.

The ECD programme led to increased commitment from Government and tremendous results for children; access to ECD services increased from 50 per cent to 70.4 per cent over the five-year period.

UNICEF provided significant policy development support to the MoE, including early learning development guidelines (ELDGs) for three-to-six-year-olds in 2012, and continued in 2015 to support the development of ELDGs for the zero-to-three age group, national kindergarten quality assessment guidelines, kindergarten teachers' professional competency assessment tools and the ECD law. Following finalisation of the child-friendly kindergarten curriculum in 2014, UNICEF piloted a resource package (23 handbooks with audio-visual materials) to improve rural early childhood education (ECE) teachers' quality of teaching and care, and supported the MoE through large-scale training of rural ECE teachers in 2015. Over the 2011-2015 programme cycle, UNICEF organised and participated in many ECD advocacy and communication activities; national ECD advocacy month, launched in 2012, became a major annual MoE-UNICEF joint activity.

Informed by a comprehensive baseline survey highlighting the enormous development gaps among children in disadvantaged rural counties, the quality rural ECD pilot programme began in 2015 with strong support from provincial education departments and key education experts. In addition, UNICEF continued to work with the ACWF to pilot the "ECD 0-3 model" through community ECD centres in 40 communities in Hubei, Hunan and Hebei provinces, focused on ECE and parental education, with plans to replicate in at least four other provinces by 2016. ACWF, with UNICEF technical support, devised a package to support the establishment and running of ECD centres for children aged zero-to-three, together with other relevant training and advocacy materials. In addition, the cross-sectoral integrated ECD project, which began in 2013 and also involves piloting the ECD 0-3 model, has reached 80 villages, with plans to reach 160 villages by 2018.

Finalisation of the national compulsory school standards in 2014 was the cornerstone achievement in improving the quality of basic education, which was fully informed by UNICEF's ongoing work on child-friendly schools since 2001. This work also informed the finalisation of professional development standards for rural boarding school principals in 2015. UNICEF continues to provide a demonstration model of child-friendly school implementation, encompassing all four dimensions of the child-friendly school framework in China, through the social and emotional learning (SEL) project and professional support for teachers and effective teaching and learning. To further support the roll out of child-friendly schools in 2015,

UNICEF completed baseline studies on the impact of child-friendly teaching and learning strategies on school improvement, and thereafter on learning. Tools to help schools conduct self-reviews and the work on SEL e-assessment tools are well underway, with the aim that the yearly results will strengthen UNICEF China's and global advocacy efforts for child-friendly school and SEL interventions.

In the past five years, the SEL project introduced and adapted global best practices to the China context, developed a SEL framework and training package for over 1,900 participants – benefiting 140,000 students and over 3,000 teachers – and developed a self-review instrument prototype. UNICEF's skills, motivation and imagination for learning excellence (SMILE) project, which supported 3,300 science and mathematics teachers in primary schools to improve teaching and learning, and the mobile education resources and training unit project – which used mobile resource teachers to provide school-based training in 578 schools in Sichuan and Gansu and in 87 schools in Yunnan – are currently being scaled up by MoE. The on-site support strategy for teachers in this project was adapted into the 2015-2020 National Rural Village Teacher Support Action Plan, covering 3.3 million rural village teachers.

Work to advance sports and physical education continued in 2015 through implementation of PE teacher training resource package in UNICEF-supported counties located in the western and central regions. Additionally, UNICEF worked with the school supervision office of the State Council to strengthen professional classroom teaching inspection skills of its 80,000 local school superintendents in 2015, who will serve 250,000 primary and secondary schools through a cluster approach.

The adolescent education programme, which directly benefitted over 30,000 adolescents, consisted of four key pilot projects that have had significant influence on national policy: life skills-based education, SEL for adolescents, youth centres establishment in emergency areas and financial education. Through actively engaging the Department of Vocational Education, UNICEF showcased the excellence of the life-skills modules it has developed in 2015. As a result, the Department decided to adapt the UNICEF-support modules, and roll them out in all vocational schools nationally. Most importantly, strong progress was made in institutionalising new approaches to create a foundational basis for future sustainability and replication of project experiences.

The “building back better” programme supported DRR and education in emergency training after major disasters, such as the Yushu earthquakes in 2010, benefitting 61,95 principals and 4,203 teachers, and informed the development of several key national DRR education guidelines and tools. In 2015, UNICEF launched the cross-sectoral integrated DRR model building project, with the education section supporting disaster risk education in schools.

OUTPUT 1 Educational policies addressing elements of the Government's Education Reform agenda covering equity and quality of education for poor and vulnerable children are strengthened and supported

Analytical Statement of Progress:

Over the past five years, UNICEF supported education policies addressing the Government's education reform agenda for the most vulnerable children, through engaging in policy research, gathering evidence from pilot programmes, maintaining engagement with MoE and key partners, conducting advocacy activities and actively participating in knowledge-sharing.

UNICEF supported 14 key research studies that have greatly influenced Government decisions

on education: the 2012 assessment of the national programme on 'special-post' teachers for rural schools in central and west China led to the extension of the Government programme; the study on public private partnerships (PPPs) for funding ECE in 2013 informed the MoE policy on funding ECE through PPPs; and the policy research and technical support to MoE in 2015 contributed to the finalisation of national professional development standards for rural boarding school principals. Currently, an equity in education study, in cooperation with UNESCO, was in the final stages and undergoing peer review, while the development of a condensed English version of the comprehensive baseline study on the rural ECD pilot programme is in progress.

UNICEF's ongoing work on gathering evidence from the child-friendly schools model significantly informed national school management standards finalized in 2014. To assess and understand the impact of the model on school improvement and children's learning performance, a research gap that exists internationally, UNICEF China supported development of CFS evaluation tools, finalized the baseline report on assessing child friendliness among 250 pilot CFS schools, and completed the learning outcome assessment for the subjects of Science and Mathematics in 2015. Moreover, UNICEF developed, piloted and tested the CFS school self-assessment tools in one project county in 2015.

In the past five years, UNICEF worked closely with UNESCO in monitoring the Education for All (EFA) goals, supporting a comprehensive report on overall achievements, and participating in annual National EFA forums. UNICEF also engaged in ongoing dialogue with the MoE around the SDGs, supported the MoE during the World Education Forum in May 2015 and participated, with the MoE, in the SDG meeting on indicators in November 2015.

To expand the public's access to education information and tools, UNICEF invested in ICT platforms. The parenting portal and the ELDGs website received 397,599 unique views to date. The knowledge exchange website, co-developed by UNICEF and New Century Excellent Talents in University, <http://cdep.eduyun.cn/> was further enriched in 2015 with UNICEF-developed electronic versions of games to improve learning in maths, science and Chinese.

UNICEF actively shared knowledge and experience internationally across all its education programmes, presenting 15 papers at influential international conferences on topics including SEL, bilingual education and ECD. In 2015 UNICEF China attended the World Education Forum, Oxford Biannual Education Development Conference, International Nanjing Symposium on Cutting Edge Research on ECD, OMEP World Conference on 'Early Childhood Pathways to Sustainability' and a conference organised by the U.S. National Association for the Education of Young Children. Significantly, UNICEF also supported Beijing Normal University to host an international SEL conference in 2014, and participated in Asia-Pacific Regional Network for Early Childhood's 2015 ECD Conference.

OUTPUT 2 Education systems addressing elements of the Government's Education Reform agenda covering equity and quality of education for poor and vulnerable children are strengthened and supported

Analytical Statement of Progress:

During the 2011-2015 programme cycle UNICEF cooperation in developing national standards and indicators for school quality and learner quality, and their application for monitoring and guiding school performance and education system improvements, was further strengthened, providing increased support to China's education reform and benefiting poor and vulnerable children's equitable access to quality education.

UNICEF support to the MoE's finalisation of the national school management standards in 2014 was a key achievement. To support schools' implementation of the standards, UNICEF provided ongoing technical support in 2015 for the development of a user-friendly operational guidebook, with the Department of Basic Education, which will be uploaded with the school standards document to the MoE website for national use once completed.

UNICEF also contributed to the finalisation of two documents related to rural boarding school management and the improvement of the management standards for rural boarding schools in 2015, providing inputs related to ensuring a positive learning environment for children, safer school environments and individual child safety, which were added to the framework after continued consultation, technical review and discussion with national experts.

Through the provision of ongoing technical expertise and training, in 2015 UNICEF supported the school supervision office of the State Council to strengthen professional classroom teaching inspection skills of 80,000 local school superintendents, who serve 250,000 primary and secondary schools through a cluster approach. Based on the pilot demonstration evidence on school supervision and assessment indicators, as well as operational procedures, UNICEF was delegated to support analysis of the national-level indicators system for supervising and assessing the quality of education in primary and secondary schools, the operational guideline for the indicator systems, and the measurable points/criteria attached to the indicator systems for identifying the best quality-oriented schools. The goal is that the MoE will release the on-line system to be used for a wide-range of education and school inspection pilots, and to inform high-level decision-making in 2016.

Evidence generated from UNICEF China's long-standing support to the teacher support system and METRU enabled the development in 2015 of a successful school-based teacher support professional development model, which was included in the MoE's latest in-service teacher training programme for rural teachers working in the most disadvantaged areas in China.

UNICEF also provided ongoing support to a national technical team to improve the training and capacity of county-level education statisticians and advance an online training platform intended for all education statisticians nationwide. Five thousand educational statisticians were trained in 2015. An innovative UNICEF-supported pilot information data collection system was initiated in cooperation with the Xi'an Education Bureau, focusing on tracking the movements of migrant children, who are not recorded in the current education management information system.

OUTPUT 3 Elements of the government early Education Reform agenda covering equitable expansion of quality ECE services and family- and community -based early education services are strengthened with policies and tools for monitoring and capacity building of teachers

Analytical Statement of Progress:

Through fostering close working relationship with the MoE, UNICEF became a key partner on ECD, providing technical expertise to devise national tools and guidelines, supporting evidence generation in pilots, advancing capacity building efforts and promoting advocacy initiatives. In particular, the development of the ELDGs 3-6 was a key milestone in advancing ECD, which took place, with considerable technical input from UNICEF, in 2012. UNICEF since supported ELDGs dissemination and implementation, and the success of UNICEF's "Learning Story" methodologies was acknowledged and adopted by the MoE.

During the past five years access to ECD has increased from under 50 per cent in 2010 to 70 per cent in 2015. UNICEF supported MoE in devising a resource package, including 23

handbooks and audio-visual materials, for large-scale training of rural ECE teachers. In 2015 UNICEF began supporting the MoE to develop national guidelines for assessing the quality of ECD services, based on the ELDGs.

UNICEF finalised the child-friendly kindergarten curriculum, which includes a story-based school readiness component with accompanying video resources. Subsequently, a national-level training took place at the end of 2014. Through workshops and onsite supervision, 1,604 ECD teachers participating in the rural quality ECD pilot project were trained in 2015, benefitting 27,191 children in over 400 ECD centres in five disadvantaged counties with learning materials, toys and books provided to each project kindergartens. The ECD for migrant children project in four kindergartens in Chongqing Municipality made steady progress in 2015 in piloting innovative approaches.

The integrated ECD model launched in 2012, which provides early education, health and child protection services, is operational in four impoverished counties. Through ongoing capacity building and advocacy, with technical support from METRUs, ECD services for children aged zero-to-three were provided through 40 village ECD centres and 40 home-based play groups. In cooperation with the ACWF, the community-based ECD 0-3 model is also being piloted in 40 communities in Hubei, Hunan and Hebei provinces. UNICEF provided technical expertise for the development of the resource package for establishing centres and the corresponding volunteer and teacher training packages in 2015. Great improvements in knowledge and capacity among service providers and caregivers were demonstrated at the project sites, such as improved child-rearing practices and increased attention to children's physical, social, emotional and psychological development. In 2015 the ECD 0-3 model was replicated in 10 additional communities by the Hubei provincial government, along with further scale-up in at least four other provinces planned in 2016.

To promote scientific child-rearing knowledge and skills among the general public, UNICEF continues to support the MoE through activities and social media campaigns during the annual ECD advocacy month. Significantly, the public service announcements with UNICEF goodwill ambassadors Ma Yali and Lang Lang were broadcast nationally by CCTV in 2015, with over 43.8 million views on the created topic page. An online parenting style test was developed by UNICEF's ECD team and reached over 30,230 participants. The interview with UNICEF China's ECD specialist was viewed more than 223,400 times.

OUTPUT 4 A package of interventions that enhance the relevance, social e motional climate and quality of education is successfully piloted in primary, junior secondary and boarding schools catering to children from vulnerable communities

Analytical Statement of Progress:

Interventions during 2011-2015 focused on integrating the child-friendly schools approach, particularly for children from vulnerable communities, by promoting social and emotional learning, well-being, physical health, quality teaching and learning, child participation and child safety.

Significant achievements were made in introducing *SEL* to China over the past five years, including: national expertise developed on SEL, global best practices adapted to the China context and a SEL framework developed within the Chinese educational and cultural context, materials and a training package on SEL developed for 140,000 students and over 3,000 teachers, SEL pilots implemented in 250 schools across five counties, a school self-review instrument prototype developed, and the beginning of work to develop e-tools for assessing

SEL. The key lesson learned was that the SEL project was best implemented through head teachers and teachers incorporating the framework within the current curriculum, rather than implementing a separate SEL curriculum. In 2015 a new national technical support team was established to continue developing and implementing the model and relevant resources.

To enhance education quality, the *mobile education project* was successfully implemented in 665 schools in four earthquake-affected counties from 2011-2015, through piloting the provision of on-site training and support to teachers and resource provision to schools (library kits, sports kits, musical kits) located in the most remote areas. All project counties have taken over funding the model to train teachers at all levels, and Sichuan and Gansu provinces had introduced the model to an additional 82 counties by the end of 2015. Most importantly, the mobile education project strategy was incorporated into the 2015-2020 national rural village teacher support action plan, covering 3.3 million rural village teachers.

The *skills, motivation and imagination for learning excellence (SMILE)* project created teacher guidelines on inquiry-based learning for 10,500 grade 3-5 teachers of Chinese, mathematics and science. A guidebook on games-based teaching and learning with 35 offline games and 20 online games was completed in 2014. By the end of 2015, kits with 14 designed games had been distributed to all child-friendly schools, reaching more than 68,000 students. Some 250 resource teachers were trained on the materials developed in 2015. Both METRU and SMILE projects also developed specific bilingual and culturally-appropriate materials for ethnic minority children.

As part of improving *physical education and children's physical health*, training resources were developed and 1,050 PE teachers from 342 rural primary and secondary schools in eight provinces attended national and county training workshops. To achieve the MoE's objective of training more rural PE teachers, in 2015 a seven-day national PE teacher training was held for teachers from non-pilot schools. Accordingly, planning for project scale-up among all primary and junior secondary schools was underway in the five project counties, documenting good practices and further supporting village-level PE teachers.

OUTPUT 5 On-line courses and networking projects for young people's preparedness for school to work transition, responsible family life and citizenship are piloted and available for replication

Analytical Statement of Progress:

Pilot projects on life-skills based education and adolescents SEL, coupled with ongoing engagement with government counterparts, significantly contributed to young people's preparedness during the school to work transition. Specifically, during the 2011-2015 programme cycle, eight life-skills modules, including: career guidance and development, interpersonal skills and communication, independence and self-management, information technology, life skills for girls, social emotional learning for adolescents, financial education and youth entrepreneurship were devised, with over 30,000 adolescents directly benefitting through the corresponding trainings.

The modelling of life skills-based education for reaching youth in school and out-of-school from various geographic, socio-economic and cultural settings was achieved through UNICEF collaboration with the China Association for Science and Technology (CAST) and MoE's Department of Vocational Education; life-skills-based education was piloted in eight project counties. The evidence collected from the pilot projects informed national science competency guidance for adolescents, and a working mechanism on reaching adolescents was

institutionalised and operationalised by CAST across 20 project counties.

UNICEF's life skills-based education project, with support from the Department of Vocational Education, developed, strengthened and adapted the eight life skills modules to ensure their applicability for adolescents of different ages, genders, ethnicities, basic education levels and language skills due to socio-economic development gaps in different areas. To implement teaching of the curricula, UNICEF was supported by five national expert teams in different technical areas, with online and offline resources developed, face-to-face supervision and in-service training for teachers from vocational schools and junior secondary schools provided in 2015. UNICEF also supported two annual national teacher trainings and several provincial teacher trainings for project teachers to increase their understanding of various dimensions of the rights and development of adolescents, and improve their teaching skills in participatory training.

UNICEF China also supported national and local CAST staff through annual review meetings and technical workshops, providing technical support and sharing international practices on key adolescence issues. As a result, capacity of vocational school teachers to teach the life skills-based education modules was strengthened, and capacity of local CAST staff and school head teachers to coordinate and manage the integration of life skills-based education was advanced through training workshops and advocacy meetings.

To promote widespread adoption of life skills-based education both in and out of school, close and continuous monitoring was conducted by UNICEF's counterparts at different levels. A case study for the whole project cycle was developed to demonstrate the individual and institutional impacts of life skills based education. Ten meetings with different local government leaders on scaling-up the UNICEF pilot experiences were held in 2014 and 2015 to encourage more vocational schools to adopt the life skills curricula.

UNICEF also supported establishment of a highly innovative application for adolescent girls on Wechat in 2015, one of China's largest social media platforms, with around 2,000 regular readers and 122 articles posted to date. Adolescents can use the search, question and answer functions to seek information on various issues they face.

OUTPUT 6 By the end of 2015, Government capacities are increased in risk reduction and emergency preparedness and response

Analytical Statement of Progress:

UNICEF worked closely with the MoE and other government partners to help 'Build Back Better' after major disasters such as the 2010 Yushu earthquake and the 2013 Ya'an earthquake. The programme developed and supported training for head teachers on how to improve management after school reconstruction in post-earthquake areas in Gansu, Sichuan and Yushu provinces; provided training and ongoing field support to 194 principals and 4,203 teachers in six heavily affected counties; advanced the capacity to deliver quality education of 60,000 head teachers and teachers from 20 central and western provinces through an on-line training model; supported training for children on emergency evacuation drills and developed guidance posters. Moreover, UNICEF developed a pilot project on establishing community youth centres in Ya'an county of Sichuan province to support vulnerable youth affected by disasters. In addition, UNICEF supported the development and completion of the DRR Training Manual for Educational Administrators, which followed UNICEF's comprehensive school safety framework combined with good practices in China.

UNICEF also provided technical inputs to MoE's national DRR guidelines and tools. Specifically, (1) documentation on good practices for emergency response and DRR in China was completed in 2011; (2) the national safer school construction and management guidelines for primary and secondary schools were finalised and disseminated nationwide in 2012; (3) a manual on kindergarten, primary and secondary school safety management was developed, with the main contents fed into the handbook of school safety responsibilities in primary and junior secondary schools; UNICEF also supported finalisation of the handbook, which was formally published by MOE on March 2013 (http://www.gov.cn/qzdt/2013-03/26/content_2363053.htm); (4) guidelines for safety, health and child-friendly kindergarten construction and environment was finalised and disseminated nationwide in 2014; (5) the guidebook and field work manuals for fast-track emergency assessment was completed in 2015; (6) UNICEF supported the MoE to complete a policy review in 2013 on government interventions during emergency response since 2008, exploring transition and reconstruction planning after natural disasters in China, the main findings of which fed into the post-emergency reconstruction planning guidebook currently under development; (7) national primary and junior secondary school safety management standards were being finalised by MOE in late 2015, after several iterations. In addition, UNICEF worked closely with the MoE to distribute and disseminate the various guidelines and manuals nationwide, especially in disaster-prone provinces.

In 2015 UNICEF launched the integrated DRR model building project in three pilot counties, with involvement from health, nutrition, child protection, education and WASH sectors, aiming to increase inter-sectoral preparedness and DRR interventions at the community level to increase resilience among vulnerable groups such as children and women.

Over the past five years, UNICEF has successfully supported the Government to increase its capacity in DRR, preparedness, and emergency response. In the new programme cycle, UNICEF will support the MoE to develop education sector emergency reconstruction planning and management guidelines in early 2016, and continue to contribute to the integrated DRR model building project.

OUTPUT 7 Provision of human resource support

Analytical Statement of Progress:

UNICEF provided human resource support through this Output mainly to help the organisation contribute to the achievement of outcomes within the programme component, or across programme components in the Country Programme of Cooperation.

OUTCOME 4 Vulnerable children in China benefit from improved access to family and community-based child protection services and a supportive policy, legislative and institutional framework for child protection.

Analytical Statement of Progress:

Significant progress continued to be made in the area of child protection in China through an approach combining improved service coverage and quality with strengthening of the enabling policy and institutional environment, led by the Government with support from UNICEF and other national and international partners.

During the past five years, UNICEF has actively contributed to improving the policy and legislative framework for child protection. Several key policies for social work were developed and issued in partnership with the MCA, including Opinions on Promoting Social Work Team for

Juvenile Affairs (2014), Opinions on Further Promoting the Development of Social Work Service Agencies (2014), Guidance on Promoting Social Work Services in Emergencies (2013) and Guidance on Government Purchasing Social Work Services (2012). These policies not only promoted social work services, but also set priorities for children related social work. One key result was the investment of US\$382.8 million in social work in 2014, an increase of 40 per cent year on year.

Other reforms included joint opinions on 'Dealing with Child Sexual Offenses' (2013), 'Guardians Violating Children's Rights' (2014) and 'Handling Family Violence Criminal Cases in Accordance with the Law' (2015). Two key documents were in the pipeline in late 2015: the Family Violence Law (FVL), which provides special protection to children and is likely to be adopted in 2016 and the child welfare regulation. Once adopted, both will highly contribute to an improved child protection policy, legislative and institutional framework.

UNICEF supported the development of these documents through study tours, field visits, international and national consultations, advocacy and technical support. A highlight in this process was the International Expert Roundtable jointly organised in 2014 by the UN Task Force on FVL – co-chaired by UNICEF – and the ACWF, which provided recommendations for the draft FVL. Another important event in 2015 was a study tour in Europe (Spain, the Netherlands and Sweden) by National People's Congress officials (NPC) organised by UNICEF to learn about good practices for their future legislative work.

The past years saw a deepening of new partnerships that have allowed UNICEF to advance child protection in China, including with the NPC (China's legislative body), China CDC and the NDRC around knowledge-generation and advocacy initiatives on child maltreatment. UNICEF also worked with selected international and national experts and technical institutions to support policy development.

To continue the generation of reliable data to inform programming and policy reform, UNICEF commissioned several studies, several of which were scheduled to be finalised by the end of 2015:

- MCA - Comparative analysis of social inclusion opportunities and challenges for urban resident children and migrant children growing up in urban areas
- NDRC - Health-related economic burden of child maltreatment in China, which demonstrates that the health-related consequences of physical abuse of children cost an estimated 1 per cent of its GDP—about \$50 billion—in 2010
- China Disabled Persons Federation - study on social welfare services and family support to children with disabilities in urban and rural households in four cities, which contributed to the formulation of the 13th FYP for the development of disabled persons
- With technical assistance from the US Centres for Disease Control (US CDC), UNICEF partnered with China CDC to conduct a survey on the prevalence of VAC. Preparations are underway for pilot survey in 2016 and a national survey in 2017.

UNICEF also continued to contribute to strengthening the justice system through capacity development of judges, prosecutors, police officers, lawyers and others to prevent and respond to sexual offences against children.

With technical assistance from UNICEF, ACWF, MCA and the NWCCW continued to implement five different child protection and welfare models at over 130 sites, demonstrating the value of social work, child and family welfare services, child protection coordination mechanisms, cross-

sectoral collaboration and responses and capacity building (development of manuals, tools applied in workshops, onsite coaching, mentoring and monitoring provided to community child protection and welfare workers). The evidence generated by these models helped build awareness and leadership on child protection and welfare issues, and leveraged progress in the development of national policies on local procurement of social work to address child welfare and VAC.

The models also demonstrated a further need for policy development, particularly in regard to protecting children who are experiencing violence, abuse or neglect at home by their caregivers. At the same time, the models contributed to increased awareness among national and local authorities and policy makers on the need for child and family welfare services and leverage ownership and resources locally. This awareness was also strengthened by a sharp increase in (social) media coverage of child abuse cases, with government entities increasingly committed to strengthening the child protection system and policies to prevent and respond to violence, abuse, exploitation and neglect of children.

Taken together, UNICEF's support in these areas has made key contributions to a strengthened policy, legislative and institutional framework for child protection, with clear and positive impacts on the availability and quality of services for the most vulnerable. UNICEF will continue to cooperate in this area for ongoing system strengthening, from national to community level, and to help address identified gaps and opportunities with national counterparts.

OUTPUT 1 Policy, legislative and institutional frameworks are strengthened to better protect children from violence, abuse, neglect and exploitation, prevent family separation, assist children without parental care and protect children in the justice system

Analytical Statement of Progress:

UNICEF provided ongoing support, culminating in 2015, to the policy, legislative and institutional framework for child protection. Three opinions were jointly issued on sexual offences against children (2013), guardianship (2014), and family violence (2015) as well as opinions and guidance related to social work. In addition, two key documents were in the pipeline in late 2015 – the child welfare regulation and the FVL, providing special protection to children – and are expected to be adopted in 2016.

As the co-chair of the UN task force on family violence, UNICEF strongly supported the drafting and legislative process of the FVL since it was put on the legislative agenda, and worked directly with the social law department (SLD) of the NPC to advocate for special protection of children. Through international and national consultations and study visits supported by UNICEF, NPC-SLD is well informed on international best practices and lessons learned relating to the legal and policy frameworks on family violence from a child rights perspective. The NPC undertook a second review of the draft FVL at the end of 2015.

UNICEF closely worked with the MCA and justice sector to promote child protection in policy making, resulting in the release of three opinions, noted above, that demonstrate strong political commitment to combat VAC and pave the way for an improved legal environment for child protection.

In 2015 the Supreme People's Court (SPC), Supreme People's Procuratorate (SPP), the Ministry of Public Security (MPS) and the Ministry of Justice jointly issued the 'Opinion on Handling Family Violence Criminal Cases in accordance with the Law', bringing UNICEF's advocacy efforts to fruition. As a judicial interpretation document, it sets out guidelines for the

criminal justice system to investigate, prosecute and adjudicate crimes of family violence, with special protection of child victims as a principle. UNICEF worked with SPC and will closely follow with SPC and MPS on up its implementation.

2015 also saw child protection progress on the family law and policy front. UNICEF supported MCA and SPC to develop capacity relating to guardianship interventions and care arrangements, which contributed to the issuance of the 'Opinions on Dealing with Violation by Guardians against Child Rights' (2014). Three hundred-fifty judges, prosecutors, civil affairs cadres, police officers and lawyers across China now have a better understanding of the best interests of the child and how to apply it in relevant cases, through workshops organised by SPC and MCA, with UNICEF support, to ensure smooth implementation of this Opinion and other relevant family laws.

UNICEF cooperation over the past five years contributed to significant strengthening of China's national frameworks for child protection and promoted the rights of particular groups of vulnerable children. While progress continued in 2015, gaps remain in relation to bringing national legislation and policies in line with the CRC, such as the lack of prohibition of all forms of violence against children and, in some instances, unequal legal protection for boys and girls.

OUTPUT 2 The availability and delivery of family support and community based child protection mechanisms and services better prevent, identify, report, refer and assist children victims of violence, abuse, neglect and exploitation; prevent family separation; provide family-type out of home care for children without parental care and children with disabilities; utilize community resources, including those for the elderly; and explore the possibility of establishment of care networks for rural left- behind children and migrant children.

Analytical Statement of Progress:

Over the past five years, UNICEF contributed to the strengthening of family support and community-based child protection pilot models and quality scale-up.

The child-friendly spaces programme evolved from an emergency response to a routine community-based child protection mechanism; the successful experience led to inclusion in China's National Plan of Action for Children (2011-2020), with a goal of establishing CFS in 90 per cent of all communities by 2020. UNICEF was supporting the NWCCW in the massive scale-up, to ensure quality services through direct support to CFS in nine provinces and the establishment of two provincial technical support hubs in 2015.

Based on the experience of an emergency pilot in Sichuan, UNICEF supported the MCA to establish a national social work team for disaster response in 2015, consisting of 200 social workers.

In 29 provinces the MCA is piloting the transformation of 98 protection centres for street children into child protection centres that offer prevention and response services to vulnerable children from the provincial level to the village level. Seven pilots supported by UNICEF established community reporting networks, screening for vulnerable children and their families, multi-sectoral risk assessment committees and referral to and provision of services. Based on these pilots, MCA developed national service standards in preparation for scaling up in 2017.

Support was provided for the introduction of a child protection component in the IECD model implemented in 80 rural villages. As a result, social workers in the villages are fully operational and contribute to mainstreaming child protection/welfare in the health and education sectors

through a referral mechanism. A manual was developed and used to train social workers to provide quality services.

In addition, with support from UNICEF:

- The MCA community-based child welfare service pilot in four sites expanded its target group from children with disabilities to other vulnerable children and their families, and developed service guidelines and a training manual.
- ACWF is implementing an anti-VAC pilot in Yunnan, which has proven effective in preventing and responding to VAC and will be further scaled up as a community-based child protection model.
- In collaboration with Capital Normal University, social workers from 16 districts of Beijing became familiar with juvenile justice concepts; participants acquired knowledge and skills to conduct social background investigations for alleged juvenile offenders, as required by Law.
- Working with Beijing Children's Legal Aid and Research Centre, the application of juvenile justice indicators was advanced and the capacity of the Minors' Protection Committee was strengthened to provide legal aid to children across the country.

Through cooperation at the national and subnational levels, UNICEF contributed to considerable strengthening of child protection mechanisms at the community and family levels, particularly through piloting of innovative models and approaches. Support provided in 2015 helped to bring this work to fruition and lead the way to replication and wider adoption. These efforts and partnerships will be continued to meet the needs of the most disadvantaged children.

OUTPUT 3 UNICEF provided human resource support

Analytical Statement of Progress:

UNICEF provided human resource support through this Output mainly to help the organisation contribute to the achievement of other outcomes within the programme component, or across programme components, in the Country Programme of Cooperation.

OUTCOME 5 Women, children and young people in China are better protected against the spread and impact of HIV-AIDS

Analytical Statement of Progress:

In close cooperation with central and local counterparts in government institutions and civil society organisations, as well as international partners, including UN agencies, the Global Fund to Fight AIDS, Tuberculosis and Malaria, Gates Foundation and the US CDC, UNICEF worked to strengthen HIV/AIDS interventions and move towards HIV- and gender-sensitive community-based system development for equitable services, better protecting the most vulnerable children and women from HIV infection and enrolling vulnerable children and women affected by HIV/AIDS in social services to reduce social, economic and health impacts. Based on a strategy of linking upstream and downstream interventions, UNICEF aimed to promote effective policy development and scale-up of proven interventions. The concurrent facilitation of grassroots interventions and support to the development of guidelines, plans and policies proved most effective for improving interventions, initiating innovative activities and promoting appropriate legal framework development.

UNICEF supported counterparts from government institutions and civil society to promote child

participation, organise expert consultations, meetings and field visits and to develop policy briefs to influence and advance policies and action plans aimed at improving service delivery in regard to HIV/AIDS prevention, care and support. UNICEF contributed to the development of several HIV/AIDS policies and action plans that protect vulnerable children and women from the disease and its negative social impacts, including policies on: strengthening treatment, livelihood and education of children affected by AIDS; school-based services providing HIV counselling, testing, reporting, and care for students; establishment of fund for civil society participation in HIV/AIDS prevention and care; national PMTCT scale-up plan, UNICEF also contributed to: a policy proposal on funding support for HIV/AIDS case management; recommendations for China's next five-year AIDS plan, especially in relation to PMTCT, adolescent prevention, social protection and services for most vulnerable women and children; recommendations on core 2016 actions for the State Council AIDS Working Committee (SCAWCO); an action plan for 89 counties to develop local child welfare policy and community child welfare directors for better services for most vulnerable children; child welfare stocktaking 2015 report, and guidelines on the prevention of unwanted pregnancies among people living with HIV/AIDS and child deaths.

Strengthening of family- and community-based care for women and children affected by HIV/AIDS was promoted through UNICEF's work on grassroots interventions and national advocacy for the development of guidelines, plans and policies. Implementation and analysis of interventions in project areas led to better understanding of local needs and best practices crucial to guide policy development and scaling up of interventions. Specifically, with UNICEF's support, local interventions on prevention of unwanted pregnancies and STIs were included in the national work plan, good practices on community workers' timely identification and referral in pilot areas was integrated into the national PMTCT scale-up plan; the communication campaign for family-like support for children affected by AIDS was scaled up to 25 provinces, benefiting over 5,000 children; village welfare directors facilitated the provision and coordination of local social services for over 70,000 children from 120 project villages; interventions were scaled up in 89 counties and Government funding reached over 10 million children.

With HIV infections among adolescents on the rise, adolescent and youth HIV was highlighted in the Government's overall HIV/AIDS response. UNICEF worked in partnership with Government, civil society and adolescents to establish innovative, community-based, participatory approaches to high-impact interventions, including promotion of adolescent and youth HIV and STI testing and its linkage to care. By end-2015, the targets for the current programme cycle had been achieved. With guidance from the 'All In' adolescent and HIV agenda, progress was made in generating strategic data, innovation, advocacy and youth participation. In addition, stakeholder consultations were organised with community-based organisations (CBOs) and youth organisations, especially with key populations, to discuss legal barriers and highlight emerging challenges, and contribute to the ongoing development of a new HIV testing protocol and management mechanism. In collaboration with UN partners and academic institutions, research, advocacy and policy consultations around comprehensive sexuality education for adolescents were conducted, which will feed into policy recommendations for the national people's congress (NPC).

With UNICEF support, life skills education for HIV and drug prevention in juvenile reformatories, in collaboration with China National Committee for the Care of Children (CNCCC), China Academy of Sciences (CAS) and the Ministry of Justice, was scaled up nationally in all juvenile detention centres, with endorsement by the MoJ. A full life skills curriculum with online interactive games, an evaluation system, experiences and good practices from provincial juvenile reformatories was developed, and a team of technical experts was established to support delivery of HIV and drug abuse prevention to adolescents in closed settings.

OUTPUT 1 Government policy, capacity and legal environment is strengthened to address children, young people and AIDS

Analytical Statement of Progress:

UNICEF supported the development of policy proposals and recommendations with the SCAWCO, MCA and the NHFPC to strengthen national and local systems for improved prevention of new infections – especially among vulnerable women and children – and better social and health support of HIV-affected children and women. Policies developed in 2015 included: proposal on strengthening treatment, livelihood and education of children affected by AIDS; proposal on school-based service providing HIV counselling, testing, reporting and care for students; proposal on Government funding support for civil society organisations participating in HIV/AIDS prevention and care; proposal on funding support to HIV/AIDS case management; national PMTCT scale-up plan; recommendations for China's next five-year AIDS plan, with a special focus on PMTCT, adolescent prevention, social protection and services for most vulnerable women and children; recommendations on core 2016 actions for SCAWCO; proposal on cash transfer and sustainable social support for children without caregivers; and consultations on the draft Child Welfare Act.

To further develop policy on better support for people living with HIV/AIDS in communities, adolescent prevention and treatment and civil society participation with Government funding support, SCAWCO, supported by UNICEF, organised information-gathering trips and consultation sessions with experts, civil society organisations and government sectors to formulate policy proposals. UNICEF also contributed to the planning meeting for core actions of 2016 coordinated by SCAWCO and attended by 11 central government sectors. To support provincial implementation of national policies, SCAWCO carried out high-level advocacy and planning trips to Jiangxi and Liaoning provinces, with UNICEF support, leading to increased awareness and action at the local level.

UNICEF also supported other key partners in advancing HIV/AIDS policies and advocacy activities. UNICEF contributed to the development of the NHFPC 2016-2020 HIV/AIDS Action Plan. In addition, UNICEF supported the MCA to conduct expert consultations and provincial advocacy activities in order to scale up the barefoot social workers model with local funding, advance local policy development on living allowances for children without caregivers and support development of the draft Child Welfare Act.

A key bottleneck to the development and approval of policy proposals was insufficient availability of national-level funding, particularly in terms of central funding allocation to vulnerable children and their families outside of those affected by HIV/AIDS. Organisational and structural linkages between central and lower levels (provinces, prefectures and counties) are also generally weak, and challenges remain in efforts to stimulate/advocate local development initiatives that target children and women affected by HIV/AIDS, as well as other vulnerable children.

In the past five years, UNICEF successfully advanced government policy development on HIV/AIDS and strengthened local and national capacity to provide improved support for vulnerable children, youth and women affected by HIV/AIDS.

OUTPUT 2 Children affected by AIDS and other vulnerable children in pilot sites receive improved access to social welfare services and family and community-based care

Analytical Statement of Progress:

Diagnosis and interventions in early stages of pregnancy or before pregnancy is a key strategy for decreasing MTCT of HIV, Hepatitis B (HB) and syphilis. At the Yunnan project site, a local community worker management mechanism was developed and good practices on community mobilisation and support for timely diagnosis and follow-up on PMTCT adherence were collected and integrated into the national PMTCT scale-up plan. Improved community-level care has led to increases in the rate of early antenatal care visits, with HIV, HB and syphilis testing increasing from 35 per cent in 2012 to 65 per cent in 2015. Vulnerable women and partners have accessed timely reproductive services at the project site, with good practices documented on prevention of unwanted pregnancies, promotion of sexually transmitted infections (STIs) screening and treatment and early ARV treatment initiation for HIV-positive husbands.

UNICEF supported development of national SOPs for early infant diagnosis (EID) and national assessment by two labs; community support for EID at project sites led to over 75 per cent of exposed infants receiving EID.

UNICEF participation in national-level consultations on adolescent testing, counselling and treatment resulted in draft guidelines on adolescents and HIV. Moreover, UNICEF contributed to the consultation at which national PMTCT technical SOP and guidelines were refined.

UNICEF's support to village child welfare directors and CNCCC focal points strengthened the provision and coordination of social services for children. Some 3,550 children successfully applied for Hukou registration, over 900 adolescents under age 16 returned to vocational schools, over 1,000 child marriages were prevented, 8,083 children enrolled in Dibao social assistance, 708 children registered in the disability system, 6,649 orphans and HIV-positive children received allowances, 5,000 children received family-like support and over 200,000 community members received child welfare and protection information. In view of the significant results achieved, local governments in 12 project counties decided to scale up the project with their own funding. Moreover, nine counties developed livelihood allowance policies and five counties developed Hukou registration acceleration policies.

Over the past five years, UNICEF's involvement in information sharing and advocacy initiatives included the release of the 2015 China child welfare stocktaking report; Child Welfare Week; and child rights awareness-raising campaigns, on-line learning for project staff of the Child Welfare Project and project publicity through social media, websites and newsletters. An online application supporting instant message exchanges enabled child welfare directors to connect with experts and programme managers on a daily basis. The project also promoted children's participation by selecting child ambassadors. An 'active talk' on innovation for equity for children and barefoot social workers was organised to increase policymakers' awareness about community-based child welfare services.

UNICEF-supported national and local pilots achieved improved results on PMTCT, paediatric care and social welfare at project sites, now benefiting vulnerable women and children nationwide through the National PMTCT scale-up plan and the '100 County Child Welfare System Development Plan' launched in 2015.

OUTPUT 3 Young people in pilot areas, especially the most vulnerable, have increased access to HIV/SRH information and services

Analytical Statement of Progress:

UNICEF continues to work with SCAWCO to address HIV prevention among university students by documenting and disseminating models for linking adolescents and youth to HIV and sexual reproductive health (SRH) services. In partnership with the China Association for Prevention and Control of AIDS and STIs, UNICEF engaged with CBOs to reach hard-to-reach adolescents and link them to HIV testing and treatment. In collaboration with UNICEF EAPRO, work is underway to develop guidelines and training modules for CBOs on developing adolescent-friendly services, based on good practices identified in China.

UNICEF also supported training of youth leaders on advocacy and communication, in collaboration with China Academy of Social Sciences. In addition, support was provided to these youth leaders to work with UNICEF EAPRO on developing guidelines on adolescents' use of strategic data for advocacy and programming. Training was provided to youth leaders in eight CBOs and youth organisations, with future plans to scale up the training to more organisations.

UNICEF supported stakeholder consultations on community-based HIV testing with participation of local CBOs, government agencies, technical experts, international and national NGOs and youth representatives. The consultation will feed into the development of new national administrative measures and technical guidelines on HIV testing. UNICEF also held youth consultations on the 'All In' campaign with youth ambassadors and peer educators, focused on key strategic areas: data, advocacy, innovation and adolescent engagement. A national online interactive platform was under development, under the guidance of the national 'All In' expert committee of key stakeholders, and will be launched in early 2016.

Health Walk, a mobile application to enable adolescent participation and access to services, was extended to the iOS platform, which provides information on HIV and SRH services via a geographic information system, and affords opportunities for adolescents to participate in community service activities. Through the UNICEF-supported Youth Ambassador programme and various participatory HIV prevention activities, over 4,500 adolescents and young people sought counselling and other services. With UNICEF support, the youth ambassadors also developed an "HIV Learning Monopoly Game", which is being rolled out at key universities in seven provinces.

In collaboration with CNCCC, the China Academy of Sciences and the Ministry of Justice (MoJ), UNICEF successfully scaled up life skills-based education for HIV and drug prevention in 32 juvenile reformatories; an e-based assessment system was developed and disseminated and police officers were trained nationally. Good practice on integration of life skills into the rehabilitation system were documented and shared with the MoJ. With MoJ endorsement, an internal team of technical experts was set up to ensure that HIV and drug prevention education can be delivered to juveniles offenders sustainably.

As per recommendation of the Mid-Term Review and in line with the UNICEF global strategy on HIV/AIDS, significant progress was made over the past five years on integrating HIV into cross-sectoral programmes and in building broader partnerships and alliances to address new infections among adolescents and AIDS-related deaths in the 10-19 age bracket, in part through the implementation of high-impact interventions.

OUTPUT 4 UNICEF provided human resource support

Analytical Statement of Progress:

UNICEF provided human resource support through this Output mainly to help the organisation contribute to the achievement of other outcomes within the programme component, or across programme components, in the Country Programme of Cooperation.

OUTCOME 6 Children and women, especially in poor and rural areas, benefit from improved drinking water quality, sanitation and hygiene, and from mitigation measures against climate change and environmental degradation

Analytical Statement of Progress:

With continued advocacy and action by the Government, NGOs and the private sector, and support from senior government leaders— including for greater investment – the population’s access to improved drinking water and sanitation continued to increase in 2015. UNICEF China focused particularly on reducing disparities in sanitation and hygiene and addressing identified bottlenecks. Building on efforts in previous years to integrate indicators on access to water and sanitation into government monitoring tools (e.g. the national poverty monitoring system and household surveys of the NBS) these indicators were further integrated into the Government’s Healthy City monitoring framework. Support was provided to document progress in sanitation, collect evidence and develop a new strategy for further improvement and achieving the agenda of the 13th FYP, using bottleneck and barriers analysis. Existing platforms were explored to integrate WASH into enhanced national programmes, with strengthened coordination among sectors, e.g., the ‘Beauty Village’ and ‘Healthy City’ initiatives.

Over the 2011-2015 programme cycle UNICEF supported a wide range of activities to strengthen service delivery and institutional capacity for improved water quality, sanitation and hygiene in China. Addressing a major bottleneck identified to progress in WASH, UNICEF worked to support changes in relevant social norms with government counterparts at different levels. These partners included school headmasters, township hospital directors, sector administrators of education and health; national, provincial and county-level decision-making bodies relevant to the WASH-in-schools programme; implementing partners in township hospitals, as well as non-programme counterparts such as NGOs, universities and the tourism sector. The community approach to total sanitation (CATS) was applied outside UNICEF-supported demonstration sites, and 73 villages became open defecation-free (ODF).

To support mainstreaming within Government plans and budgets, three key WASH indicators were integrated into the national “Implementation Guideline on Overall Improvement of Basic Operating Conditions for Compulsory Schools in Poor Areas (2014)”; funding for the improvements will be allocated from national, provincial and county budgets, based on local needs. Coordination among departments and ministries and between central and local levels for WASH also saw improvement; the State Council’s paper on “Patriotic Health Campaign” work and high-level field promotion meetings for sanitation received UNICEF support during 2015 as well as in previous years. Handwashing with soap and use of toilets were actively promoted during Global Handwashing Day and World Toilet Day events, as well as on other occasions and through public media such as television, Weibo (microblogs), WeChat (mobile app) and organised public events. Sanitation marketing was strengthened and more private companies were mobilised to explore new sanitation products and mechanisms to meet the increased demand. Active marketing by private sector companies has become highly visible.

Specific initiatives during 2015 included support for developing the next national sanitation strategy, advocacy for incorporation of the SDGs and indicators in Government initiatives, promotion of CATS, further demonstrations of WASH-led whole environmental improvement in schools and health facilities and marketing of sanitation, with mobilisation of the private sector.

In the area of climate change and environment, UNICEF China partnered with the Government's climate change department and NGOs to organise international students' camps to build future leadership and use children's activities to express environmental concerns and communicate for low-carbon life styles. Support was given to analysis of the impact of climate change on groundwater and exploring tools for monitoring and predicting future impact. A Teacher's Guideline was developed to facilitate teachers' delivery of climate change and environmental education in schools and child-friendly spaces. Support was also provided for the integration of a climate change vision within WASH programming in the national Water Safety Plan, development of sanitation options and whole-school environmental improvement activities.

UNICEF cooperation with partners in the WASH sector over the five-year programme cycle significantly helped to increase demand for WASH services and improve related key behaviours of children, families and communities; increase the supply of water, sanitation and hygiene services; and strengthen the enabling environment (policies, laws and guidelines). Together, these interventions contributed to demonstrable improvements in access to and use of improved quality drinking water, sanitation and hygiene facilities and practices, especially in rural and poor areas. Estimates by the WHO-UNICEF joint monitoring programme indicate that, By the end of 2015, use of improved sanitation increased by 12 per cent and improved water by 4 per cent, compared to 2010, achieving both MDG targets. However, is ample scope for further improvement. In addition, considerable attention is required across the country to identify and mitigate the effects of climate change and environmental degradation.

These efforts will be continued in the new Country Programme. In 2016 UNICEF China will provide inputs to the development of the 13th FYP on WASH-related programmes, to promote integration of the best strategies, approaches and practices into national policies and guidelines. WASH activities will be more closely linked to health, nutrition and education, to promote joint interventions that strengthen WASH impacts in these areas. Support will continue to be provided for capacity development around and beyond demonstration project sites, to help ensure that national guidelines, policies and good sanitation norms can be implemented smoothly at the local level, increasing the effectiveness and efficiency of national WASH programmes.

OUTPUT 1 Government policies, standards and guidelines better address the water and sanitation needs of the most vulnerable groups and underserved regions, considering sustainability, climate change, environmental de gradation and natural disasters

Analytical Statement of Progress:

UNICEF China worked closely with partners over the 2011-2015 period to strengthen policies, standards and guidelines for water and sanitation. A number of specific actions were supported in 2015, including in connection with the launch of the SDGs.

With the integration of global definitions and standards of water and sanitation into the Government's major monitoring tools in 2013, surveys were conducted in 2013, 2014 and 2015 to feed information and findings into the global estimates of water and sanitation access. Consultations were conducted for the finalisation of reporting on China's progress in achieving the MDGs By the end of 2015. UNICEF advocated with the Government for the inclusion of WASH indicators to measure post-2015 global targets, as well as in other monitoring systems and programme strategies.

After completion of a study mapping the bottlenecks preventing access to sanitation services in 2014, formal dissemination was carried out through peer-reviewed articles and sharing of

results with relevant counterparts. The study results fed into the development of a strategy for promotion of rural sanitation. Documentation and strategy development were completed in 2015 and the resulting paper was intended to influence the development of the 13th FYP.

To improve public awareness on sanitation and hygiene norms and behaviours, UNICEF supported initiatives in communities and schools of project sites and through publicising messages via public media channels, year-round and for special events around global Water, Handwashing and Toilet Days. Organisational materials were translated and disseminated through media channels. Outreach was supported for initiatives such as the poverty-reduction programme and training programmes for army health workers and provincial level sanitation practitioners.

In 2015, building on work begun in previous years, UNICEF China participated in and advanced the development of key WASH concepts, guidelines and policy documents. The Ministry of Education released Implementation guidelines on schools in poor areas, which include three WASH indicators. Guidelines were also finalised for the incorporation of WASH facilities in the construction of township hospitals. An assessment tool on risks related to WASH after emergencies was developed for further pre-testing and use in training of local health workers, doctors and community leaders for public health risk assessment on WASH following natural disasters.

UNICEF China contributed to South-South cooperation initiatives, including sharing of China's experience in sanitation development with relevant networks. Support was given to the DPRK, including facilitating the procurement of double-urn septic tank latrines from China, training on their installation and exploration of different toilet models for adaptation in that country.

UNICEF and the Government of China are currently exploring new types of toilets or parts, such as for cold climates and squatting/sitting pans and urinals.

Over the five years of the Country Programme, UNICEF has contributed to significant improvements in the policy and institutional environment for WASH in China.

OUTPUT 2 Institutional and community capacity is increased in development and management of sustainable Water, Sanitation and Environment in rural communities and schools

Analytical Statement of Progress:

UNICEF support for improved sanitation and hygiene during the 2011-2015 programme cycle addressed CATS, WASH and environmental conditions in schools, as well as WASH facilities in township hospitals.

UNICEF supported the introduction of CATS and promoted open defecation-free (ODF) status in communities. Preparation activities included baseline development, networking, communication of the CATS concept to authorities, development of CATS implementation guidelines and ODF standards, translation of CATS training manual into local languages, and training of trainers. A total of 123 villages were triggered (50 project villages) and 110 were verified and awarded the title of 'ODF community'. Celebration of ODF villages was organised at provincial and county levels. The CATS approach was also implemented, in conjunction with nutrition programming, in a former earthquake-affected county; project workers were trained on data collection and initial baseline data was collected. Training of trainers was conducted in two townships, followed by field triggering in 10 villages.

The Whole School Environment Improvement Project was implemented as planned; additional project experiences and best practices were identified. Replication was begun in one of five counties. The project was also expanded to include a WASH and education joint intervention for sustainable school development. Stakeholders were trained and their awareness and capacity improved to ensure that project schools met national standards. Thirty-six schools were equipped with latrines and handwashing facilities in five project counties, directly benefiting 28,935 children. Special needs of adolescent girls and disabled children were taken into account in facility design and construction. Three workshops were held with 150 head teachers in Guangxi, Chongqing and Xinjiang using the Teacher's Guidebook on WASH in Schools; this activity will be replicated in other counties. Project experiences in Zhong County were introduced to all 44 counties in Chongqing Municipality. Training was begun in nutrition, to ensure that safe, healthy and nutritious food is provided in project schools. A mechanism was established to facilitate the use of waste from WASH facilities in school gardening, with vegetables from school land used in school meals.

A handwashing with soap campaign was conducted in all 250 project schools of the five project counties, along with ongoing WASH education. Some 150 project and non-project schools began supervised group handwashing before lunch.

Extended piloting of construction, reconstruction and improvement of water supply, wastewater treatment systems, sanitary latrines and toilets, handwashing campaigns, medical waste collection and management facilities in 10 township hospitals was completed. Final inspection will be conducted and the experience and lessons learned will be documented as a basis for scaling up construction. This was supported by training at the national and provincial levels.

Together, these initiatives have contributed to significant improvements in community and institutional capacity for improved water, sanitation and environmental conditions. At the local level they have generated concrete improvements and changes in the project areas. The experience and results from the pilot were being further scaled up and adapted for other settings in China. These and other efforts will continue to receive support during the new Country Programme.

OUTPUT 3 UNICEF provided human resource support

Analytical Statement of Progress:

UNICEF provided human resource support through this Output mainly to help the organisation contribute to the achievement of other outcomes within the programme component, or across programme components, in the Country Programme of Cooperation.

OUTCOME 7 Cross-sectoral support and operational functions, including supply and logistics, communication and planning, monitoring and evaluation, facilitate effective and efficient implementation of the Country Programme

Analytical Statement of Progress:

Achieved. See individual summaries for each cross-sectoral output.

OUTPUT 1 Efficient and effective supply and procurement service intersectoral support contributes to successful achievement of Country Programme results.

Analytical Statement of Progress:

Efficient and effective cross-sectoral supply and procurement services contributed to the successful achievement of Country Programme results.

Procurement value of Country Office programmes and operations showed consistent increases over the past five years, especially in the strategic area of contracting for services, which was more than four times greater in 2015 than in 2012. The total value of procured goods and services was US\$4,914,946 in 2015.

UNICEF China continued to provide support to other Country Offices in procurement services. Over the past five years the total value of procurement actions taken on behalf of other offices was US\$44,222,425. Most significantly, close coordination with UNICEF DPRK resulted in successful delivery of 402 purchase orders during the 2011-2015 period, with a total value of US\$13,315,383. Twenty-four Country Offices (including Afghanistan, Philippines and Uganda), benefitted from procurement services provided by UNICEF China.

Using the services of a third party service provider to operate the warehouse, UNICEF China continued to utilise the UNICEF RLC in Shanghai, which is supported by the Government of China and managed directly by UNICEF's Supply Division. The RLC is primarily used for production, storage (including pre-positioning for emergency response) and shipment of education kits, totalling US\$14,510,987 in value, with 167,046 kits produced in 2015. These kits were shipped to over 42 UNICEF Offices, and included customised kits based on country-specific requirements.

In line with the Supply Strategy for 2014-2017, UNICEF China:

- a) Reviewed and enhanced its vendors' database to broaden competitive processes in procuring supplies for Country Office and global procurements, and prioritised essential commodities to influence markets
- b) Initiated discussions with the Government for strategic enhancement of emergency response mechanisms to serve UNICEF programmes globally, emphasising improvement of logistics processes that contributed to supplies' cost-efficiency and ease of access; and supported deliveries initiated from China in response to the earthquake in Nepal, the Ebola outbreak in West Africa and flooding in Philippines
- c) Strengthened the monitoring and tracking of supply chains through introduction and use of supply and logistics dashboards, reducing the average processing period by 48 per cent in 2015, compared to 2014
- d) Worked closely with Supply Division and other COs to optimise supply chains, focusing on quality control prior to delivery; to this effect, UNICEF China established mandatory procedures and criteria for use of third-party inspection firms.

OUTPUT 2 Efficient and effective communication inter-sectoral support contributes to successful achievement of Country Programme results.

Analytical Statement of Progress:

Strategic communication, along with strong partnerships with media partners, were critical during the past five years to successfully contribute to the Country Programme's advocacy and public communication on actions and results for children. By strategically building alliances with the Government, the private sector and other development actors, UNICEF China was able position children's issues in the public space to influence and shape policies for children, increase understanding of child rights, and reinforce UNICEF's credibility as a global child rights and development agency.

UNICEF's brand and voice for children in China benefited from investment in creative campaigns, enhancing outreach through the use of digital platforms and leveraging commitment from media partnerships and key influencers.

UNICEF China's key advocacy and communication campaigns, aligned to its programme results, are summarised below:

- As part of the ECD advocacy month campaign in 2015, UNICEF worked with the MOE to launch a sustained campaign that resulted in more than 44 million page views and 50,000 video views. Some 30,000 people engaged in an online survey. This was the first time that UNICEF China used an interactive social survey, allowing for user interaction and socialised sharing.
- In celebration of the 25th anniversary of the CRC in 2014, a special micro-page and topic page were developed (unicef.cn/crc). The hashtag #PleaseListenToMe received over 70 million page views, and the hashtag #CRC@25 received 47 million page views.
- For the VAC campaign (2013-2015), a topic page on #IgnoranceHurt was set up on Weibo, which received 40 million page views and over 25,000 comments.
- The 10M² of Love Campaign to promote breastfeeding (2013-2015) has led to over 1,580 registered breastfeeding rooms in 136 cities, with the breastfeeding app downloaded over 9,000 times.
- The Do One Thing for Children topic page, as part of the promotion of the Barefoot Social Workers Activate Talk in 2014, received 3.5 million page views.
- The learning and development guidance for children aged three-to-six (2013) topic page received 3.7 million page view.

UNICEF was one of the first UN agencies in China to develop a strong social media and website presence. This investment has been critical to grow audiences and reach new segments of the population, who are highly literate and mobile-connected. The social media accounts that are particular to China (WeChat, Weibo, Tencent, Youku) are aligned to UNICEF's global brand, reflecting the agenda for children domestically and reinforcing UNICEF's global and normative voice for children. The country website, developed to serve as a tool for public communication, knowledge management, advocacy and resource mobilisation, was first developed in 2012. The site underwent some changes in 2014, and was relaunched in 2015 with a new interface design and improved content.

UNICEF China continued to maintain strong partnerships with key media outlets including Xinhua, CCTV and China Women's Features. These partnerships enabled the Country Office to align communication activities with the national policy agenda and leverage sustained and substantial influence through the mainstream media.

OUTPUT 3 Efficient and effective planning, monitoring, evaluation and inter-sectoral support contributes to successful achievement of Country Programme results.

Analytical Statement of Progress:

Planning, monitoring (including data), evaluation and the undertaking of research and studies (PME) provide essential support to programming and advocacy, generating knowledge, providing information about results achieved and laying the foundation for adjustments. PME functions form a key component of the strategy to develop and use pilot project results to inform policymaking with the aim of benefitting the most disadvantaged children.

In 2015 several key milestones were achieved as part of the UNICEF China PME function. The Country Programme document for the 2016-2020 cycle was endorsed by the Executive Board in September 2015 and the Country Programme action plan will be signed in early 2016. SOPs for “quality assurance of UNICEF-supported research, studies and evaluations” were revised to reflect recent experience and global developments, and have been referenced by Headquarters and other Country Offices as a good updated example. UNICEF China’s planning and monitoring blueprint played a key role in the design of e-Tools, led by Headquarters, and the Office continued to contribute to needs identification and testing of the system, as a member of the first set of pilot countries.

Data for development is the foundation for good policy-making. UNICEF and UNFPA worked closely with the NBS on a joint data project to improve NPA monitoring, with a focus on collection, dissemination and utilisation of sex-disaggregated data, reporting on international indicator frameworks (e.g., MDGs), and dissemination and utilisation of 2010 census data and preparations for the 2020 census. Efforts have been focused on (1) capacity building for NBS statisticians at national and subnational levels, expanded to include line ministries (including the China Disabled Persons Federation) for improved data on children with disabilities; (2) enhancing secondary analysis based on existing data and developing data publications in diversified forms; (3) bringing in international experience in survey design and techniques to improve data production.

Over the five-year programme cycle the Government’s NPA monitoring system was significantly enhanced. Major data products such as Statistics on Women and Children in China, [What Census Data Can Tell Us About Children in China](#), [Children in China: An Atlas of Social Statistics](#), and [Women and Men in China](#) are used widely by Government counterparts and the public. MICS modules on water and sanitation and nutrition were adapted for use in national household surveys, with data already, or soon to be, contributing to global estimates. On-line data collection methods were adopted in the 1 per cent national population sample survey conducted by NBS in November 2015.

PME functions will be further strengthened in the 2016-2020 programme cycle. UNICEF will continue to collaborate with NBS and UNFPA for improved production, analysis and dissemination of more, better quality and disaggregated data to support monitoring and reporting of both national and international development frameworks in the SDG era, in order to inform programmes and policies for children.

OUTPUT 4 UNICEF provided human resource support

Analytical Statement of Progress:

UNICEF provided human resource support through this Output mainly to help the organisation contribute to the achievement of other outcomes within the programme component, or across programme components, in the Country Programme of Cooperation.

OUTPUT 5 Rapid Emergency Response

Analytical Statement of Progress:

China is prone to a wide range of disasters and climate risks, including earthquakes, floods and drought. Given the Government’s substantial capacity to respond to emergencies, UNICEF support was provided, upon Government request, during the recovery phase of large-scale emergencies during the past five years under the management of sectoral programmes.

UNICEF's long-term cooperation with key ministries, including the NHFPC, MOE, NWCCW and China CDC, contributed to sectoral emergency readiness in education, health (maternal and child health, immunisation, nutrition), WASH and child protection. To ensure effective internal cross-sectoral planning, the UNICEF China Country Office's emergency coordination committee, composed of focal points from each programme section, organised and managed the Office's preparedness and response initiatives.

Between 2011 and 2015, UNICEF China closely monitored natural disaster emergencies and cooperatively responded with relevant Government partners to several of these, including the 2011 Yiliang earthquake (Yunnan), 2013 Dingxi earthquake (Gansu), 2013 Ya'an earthquake (Sichuan), 2014 Jinggu earthquake (Yunnan), and 2014 Ludian earthquake (Yunnan). UNICEF support focused chiefly on improving the quality of services for children, women and other vulnerable groups and strengthening national and local capacity.

In response to the major disasters just mentioned, UNICEF contributions included providing safe spaces and post-disaster psychosocial support for children through CFS, integrating safety education into school curricula and retrofitting schools, providing clean water and sanitary latrines, advancing routine immunisation services, strengthening maternal and child health worker capacity and providing YYB micronutrient supplements to vulnerable children in affected areas. UNICEF supported key Government ministries in the development of rapid assessment tools and sectoral emergency contingency plans. In addition to extending project-level support, UNICEF China engaged in policy dialogue and high-level partnerships with Government counterparts, participated in the development key emergency guidelines, policies and manuals and leveraged media and communication campaigns to advance preparedness, DRR and community resilience.

To test and demonstrate interventions designed to strengthen preparedness and disaster risk reduction at the community level, UNICEF China launched the integrated DRR model building project in partnership with key Government counterparts, which aims to improve preparedness and resilience of three pilot counties in Sichuan province by advancing local government capacity to withstand disasters, increasing community awareness on environmental and climate risks and using the evidence generated from the pilot model to inform policy development at the national level.

OUTCOME 8 Effective & efficient programme management and operations support

Analytical Statement of Progress:

Efficient and effective support service was provided in the areas of cash assistance, timely replenishment of funds for programme delivery, implementation of VISION and IPSAS. Results were also achieved in relation to Office priorities, cost savings, simplifying business processes, enhancing staff skills and competencies and building staff morale.

OUTPUT 1 Sales: sales of cards and gifts, either via direct sales or licensing agreements, generates Regular Resources in a cost-efficient manner

Analytical Statement of Progress:

Achieved.

Evaluation and Research

Title	Sequence Number	Type of Report
The Health-Related Economic Burden of Child Maltreatment in China	2015/013	Research
The Preschool Education Environment and Child Development in Western China	2015/012	Study
Towards Equity in Education in China	2015/011	Study
Child Survival Strategy in Qinghai Province	2015/010	Study
China Child Survival Strategy: Cost Effectiveness Analysis of Efficient Intervention Package	2015/009	Study
Effect of Home-Based Complementary Food Fortification on Prevalence of Anaemia Among Infants and Young Children Aged 6 to 23 Months in Poor Rural Regions of China	2015/008	Research
The Influence of Malnutrition and Micronutrient Status on Anaemia Risk in Children under 3 Years Old in Poor Areas in China	2015/007	Research
Poor Infant and Young Child Feeding Practices and Sources of Caregivers' Feeding Knowledge in Rural Hebei Province, China: Findings from a Cross-Sectional Survey	2015/006	Research
Policy Research on Balanced Development of Public Financed Compulsory Education	2015/003	Study
Policy Study on Public Finance for Social Assistance and Protection for Children	2015/002	Study
Effectiveness of Complementary Food Supplement and Dietary Counselling on Anaemia and Stunting in Children Aged 6-23 Months in Poor Areas in Qinghai Province, China: a Controlled Interventional Study	2015/005	Study
China IDD Elimination Programme Update Review Report	2015/004	Review
Poverty Status of Children Living in the Contiguous Poor Areas of Hubei Province - Cross-Sectional Study from a Multi-dimensional Perspective	2015/001	Study

Other Publication

Title
Sowing the seeds of hope (video)
Tsinghua-UNICEF Youth Innovation Forum (video)
The Story of Yuudee (video)
Happy healthy babies: Preventing Mother to Child Transmission of HIV in China (video)
10M2 of Love PSA (video)
Breastfeeding PSA (video)
ECD photo slide (video)
Your participation can help the most vulnerable children (video)
Q&A on early childhood development with Ma Yili (video)
ECD Month PSA (video)

Vaccination for future(video)
The 1st 1,000 days of Life (video)
Summer Camp 2015 (Community Care for better PMTCT results) (video)
Making Data Meaningful (Part 1: A guide to writing stories about numbers; Part 2: A guide to presenting statistics)
Statistics on Women and Children in China 2015
Child Welfare project annual report 2014
Child Injury Prevention Posters
Child Welfare policy stocktaking reporting 2015
Care for Child Development materials
Countdown to 2015 progress in maternal and child survival in China briefing kit
Education briefing kit (ECD 0-3, ECD 0-6,primary school, adolescent, WASH)
Building Better Brain (Mandarin Chinese Version)
Mobile Educational Training and Resource Unit (METRU) Project review booklet
Risk Assessment Guideline for WASH in earthquake emergency
The Children's Rights in Sustainability Reporting (Mandarin Chinese Version)
Children's Rights and Business Principles (Mandarin Chinese version)
Children and the Post-2015 Development Agenda Issue Briefs
What matters to UNICEF China
Generation 2030 Africa (Mandarin Chinese version)

Lessons Learned

Document Type/Category	Title
Innovation	Strategic Partnership to Ignite Innovation for Children
Innovation	Social Work Platform in Emergencies