

China

Executive summary

China featured prominently in headlines across the world this year. Economic growth continued to drive ambitious poverty elimination goals and targets. Increased global engagement and investments saw China invite the world to be a part of its long-term strategic vision on issues including trade, human rights, governance, peace and security.

A growing contributor to other developing countries, China's increased attention to South-South cooperation invited UNICEF China and others to promote the Sustainable Development Goals (SDGs), particularly in countries of the Belt and Road Initiative (BRI). Through this, UNICEF mobilized and secured Government commitment for US\$11 million to assist Syrian refugee children in Lebanon, a nutrition programme in Somalia, and maternal, newborn and child health programmes in eight African countries.

Yet, persistent inequities and challenges remain: with a gross national income per capita of barely US\$8,000; 45 million people living in poverty; 300 million lacking access to improved sanitation; 69 million children left-behind due to migration, and; under-five mortality rates and stunting being twice as high in rural areas. Inequities in the western poorest provinces will demand more of UNICEF programming attention in 2018.

UNICEF worked across more than 75 poverty counties in China with over 20 government ministries and agencies. With results for children delivered by the Government at scale being the ultimate goal of UNICEF's work, pilot interventions in poverty counties improved the quality of services and capacities of health and nutrition workers, teachers, social workers, judges and government officials. Results from the Barefoot Social Workers model inspired the Government to implement similar models in approximately 500 villages. UNICEF responded to Government requests for support with natural disasters and contributed to reducing the vulnerability of communities.

The reach of UNICEF's child rights advocacy was extensive both at home and abroad. A newly-appointed Special Advocate for Education attracted more than 280 million hits on social media following the launch. On World Children's Day, four cities turned key landmarks blue in a symbolic commitment to child rights, and Xinhua's digital billboard in Times Square, New York broadcast a special film. The 'Future Plus Me' online campaign reached 130 million people and engaged 10 million in child rights discussions. Creative use of mobile-based digital communication and informative apps for parents and children is increasing – and highlights the need for UNICEF to increase its capacity in this area.

Partnerships drove innovative results for children. A new partnership with Tencent, the world's sixth largest technology company and China's leading internet service provider, engaged industry and partners on online child protection. The World Internet Forum covered this issue for the first time, including through the artistic representation of 'cocoon children', capturing their vulnerability to online abuse. An expanded partnership with HNA Group

secured a large contribution to help achieve health goals in China and four BRI countries.

Long and respected relations, data and evidence facilitated key policy changes for children. A National Child Survival Strategy, jointly developed by Government and UNICEF, is reflected in China's Child Health Action Plan (2017-2020). The National Nutrition Plan now includes indicators and targets on anaemia, exclusive breastfeeding, stunting and severe malnutrition. An evidence-based "warning signs checklist" that identifies children at risk of developmental delays was adopted into the National Basic Public Health Services Package. It now serves as the single, standardized community-based tool to monitor early childhood development of children 0-6 years old.

The first comprehensive national assessment tools for early childhood education (ECE) teachers' professional competencies were developed, complemented by the first national ECE programme supervision guidelines issued by the Ministry of Education with UNICEF support. While early childhood development (ECD) programmes remain sectorally managed by line ministries, UNICEF continued to promote multisectoral approaches, including through a national consultation on 'cognitive capital' as an integrated framework to guide investment in the multiple dimensions of children's brain development and new research. One result of the consultation was the commencement of development of cross-sectoral guidelines.

A child-focused data publication, Population Status of Children in China, released by UNICEF, provided new data on demographic and social development indicators. In addition, 12 peer-reviewed publications led by UNICEF contributed to evidence required for Government policy and programmes.

Recommendations for services to promote cognitive capital, provided by UNICEF at the invitation of the National Development and Reform Commission, were incorporated into the official 19th Communist Party Congress (CPC) Report (CPC Cadre Learning Material). UNICEF-supported research and consultations contributed to additional services being included in the 13th National Five Year Plan for Basic Public Services, including services for children left-behind, a cash grant for children living in distress, and consolidated health insurance for rural and urban residents.

Humanitarian assistance

Severe floods affected millions of people across China in 2017. Jiangxi Province was particularly hard hit, with over 3.21 million people affected, 380,000 evacuated and another 256,000 rescued in the first wave of the floods. Many schools and health care facilities were damaged or destroyed. At the request of the Ministry of Commerce, UNICEF was the first international organization to provide support to emergency relief efforts. Supplies worth around US\$130,000, including children's study kits, post-disaster drugs, school furniture and disinfection solution, were procured for Xinjian District and the counties of Xiushui, Yongxiu and Wuyuan where at least 777,500 people were affected, 324 schools damaged and 25 schools destroyed.

To strengthen the humanitarian–development continuum, UNICEF continued to provide technical support to sites affected by several prior emergencies. These included: the 2015 armed conflict in Myanmar's Shan State (adjacent to Yunnan Province in China) that caused an influx of displaced Myanmar residents into China; the 2014 Jinggu earthquake in Yunnan Province; and the 2013 Dingxi earthquake in Gansu Province.

In Yunnan, UNICEF's technical assistance focused on strengthening local surveillance of the expanded programme on immunization, delivering immunization services to high-risk children, and improving the capacity of health providers to deliver the services to both local children and those from Myanmar. In 2017, a Yunnan–Myanmar health and immunization coordination meeting was also held, facilitated by UNICEF, to share information and strengthen linkages between health services from both countries.

Following a measles outbreak in Myanmar in early 2017, which also affected Yunnan province, a vaccination campaign was held in Lincang prefecture, with technical assistance from UNICEF. This reached 580,212 children ages eight months to 14 years, or 97 per cent of children in the target age group. Communication for development (C4D) activities were also organized in both Chinese and local languages in Myanmar in all five pilot counties in border areas. A vaccination coverage survey and a serological survey on measles and hepatitis B covering both local children and those from Myanmar was supported by UNICEF, providing updated data to local authorities. The results showed that children from Myanmar had much lower measles antibody protection rates compared with local children, and higher hepatitis B infection rates. Consequently, the local government launched another vaccination campaign in border areas targeting both local children and those from Myanmar.

Emerging areas of importance

Urbanization. With millions of children affected by urbanization, a key entry point for UNICEF to work in this area is by promoting the Child-Friendly City initiative (CFCI). China has seen rapid urbanization, as evidenced by the increase in the national urban population from 21 per cent in 1982 to 56 per cent in 2015.

The effects of this on China's children – both in terms of numbers and the consequences for their lives – are enormous. According to recent estimates, 133 million children, or 51 per cent of China's child population, live in urban areas. Add to this the dimension of children "left-behind", a well-known phenomenon in China referring to children who live in their original domicile, but do not live together with their parents, as either one or both parents have migrated. Of the approximately 69 million children left-behind in 2015, the 41 million children left-behind in rural areas have typically been the area of policy focus. A notable trend, though, is the growing number of children left-behind in urban areas. This reached 28 million in 2015 and is expected to continue to increase in the coming years.

To date, eight major cities have expressed an interest in becoming a part of the Child-Friendly City Initiative in China, including Beijing, Changsha, Chongqing, Nanjing, Shanghai, Shenzhen, Suzhou and Tianjin. Three smaller cities, Dujiangyan, Nantong and Yixing have also expressed an interest. Some of these cities have already included the Child-Friendly City Initiative into their 13th Five Year Plan on Social and Economic Development. The CFCI is also complementary to the Government of China's own Healthy City Initiative.

Building on this momentum, UNICEF China is working with partners and interested cities on translating this interest into reality. Engagement with the cities of Changsha and Shenzhen had already begun with events to mark World Children's Day in 2017, and a Child-Friendly City Forum in Shenzhen. The city of Shenzhen was the first to include CFCI into its 13th Five Year Plan on Social and Economic Development, and the initiative is planned to be supported by the municipal government, the Shenzhen Working Committee on Children and Women and UNICEF.

Summary Notes and Acronyms

Acronyms

ACWF - All-China Women's Federation

BFSW - Barefoot Social Worker
 BPS - Basic Public Services
 BRI – Belt and Road Initiative
 C4D – Communication for Development
 CAST - China Association for Science and Technology
 CATS – community-led total sanitation
 CCT – conditional cash transfer
 CFCI – Child-Friendly City Initiative
 CFS – Child-Friendly School
 CMT – Country Management Team
 CPC – Communist Party Congress
 DPRK – Democratic People’s Republic of Korea
 DRR – disaster risk reduction
 ECD – early childhood development
 ECE – early childhood education
 ELDG – Early Learning Development Guidelines
 EMIS - Education Management Information System
 EMTCT - elimination of mother-to-child transmission (of HIV)
 EPI - expanded programme on immunization
 HACT - harmonized approach to cash transfer
 HR – Human Resources
 IB - Institutional Budget
 ICT – information and communication technology
 IECD - integrated early childhood development
 ILO - International Labour Organization
 LTA – LONG-TERM AGREEMENT
 MCA - Ministry of Civil Affairs
 MCH – maternal and child health
 MCH-MIS - Maternal and Child Health Management Information System
 MoE – Ministry of Education
 MoF – Ministry of Finance
 MoPE – Ministry of Environmental Protection
 HFPC - National Health and Family Planning Commission
 NBS - National Bureau of Statistics
 NCAIDS - National AIDS Centre
 NDRC - National Development and Reform Commission
 NHSS - 6th National Health Services Survey
 NPA – National Programme of Action
 NPC - National People’s Congress
 NWCCW – National Working Committee for Children and Women
 OR – Other Resources
 PE – physical education
 RR – Regular Resources
 SD – Supply Division
 SDG – Sustainable Development Goal
 SECD - Scientific Early Childhood Development
 SEL – social and emotional learning
 SPC - Supreme People’s Court
 TSH - technical support hub
 UNDSS – United Nations Department of Safety and Security
 UN – United Nations
 UNDP - United Nations Development Programme
 UNESCO - United Nations Educational, Scientific and Cultural Organization

Capacity development

UNICEF continued to help build the capacities of systems, programmes, partners and communities during 2017. This included: enhancing the skills of service providers to provide quality services; engaging and empowering community members with knowledge and tools to access services; and enhancing the analysis and use of disaggregated data to inform programming in national data sets.

The skills and capacities of health workers, national and local experts and government officials were enhanced on integrated maternal and child health and development, safe newborn care, early childhood development, breastfeeding counselling, community-led total sanitation standards, as well as the development of guidelines for disaster risk reduction (DRR).

Teachers, principals and education officers’ capacities were built to implement social and emotional learning, physical education and school preparedness and resilience plans related to disaster risk reduction. UNICEF supported the development of a skilled justice and social work workforce by providing technical advice and training to government officials, judges, social workers and para-social workers. Efforts continued in testing two positive parenting programme models that aim to increase awareness on how violent discipline is detrimental to a child’s healthy development and to change behaviour.

Community engagement was used as a channel to disseminate information and to solicit views and actions for developing and operationalizing initiatives, including: the dissemination of C4D core messages and home visit materials for child survival and development; engaging with communities and adolescents to develop health promotion plans; identifying and meeting the needs of left-behind children; and, triggering communities to improve sanitation and making villages open defecation free.

The partnership with the National Bureau of Statistics and the United Nations Population Fund (UNFPA) helped bring more child-focused data into the public domain, to inform programming and advocacy.

Evidence generation, policy dialogue and advocacy

The Population Status of Children in China in 2015: Facts and Figures, a joint UNICEF, UNFPA and National Bureau of Statistics child-focused data publication was officially released. It is based on analysis of the one per cent National Population Sample Survey, providing new data on key demographic and social development indicators to inform programming and policy.

UNICEF supported research to determine the most essential basic public services for families and children. This research was used in the list of Basic Public Services promulgated by the State Council in the 13th National Five Year Plan. This was a step towards clarifying a universal set of entitlements to essential services for all citizens and will underpin the development of finance and accountability frameworks to translate entitlements into equitable access.

Before the 19th Communist Party Congress, UNICEF China was approached to contribute inputs to background papers addressing social immobility. UNICEF research findings were incorporated into the 19th CPC Congress Report (CPC Cadre Learning Material). The report

acknowledges that early health, developmental and nutritional outcomes for rural children (particularly those affected by parental out-migration) lag behind national averages. This helped bring attention to the importance of effective, integrated ECD services.

UNICEF authored a peer-reviewed paper in the journal *PsyCH* published by Wiley and the Institute of Psychology at the Chinese Academy of Sciences. It proposed UNICEF's concept of cognitive capital as a new development paradigm for children. The paper was widely disseminated, and the concept used by senior government officials to drive policy messages.

Other key research included: publications in peer-reviewed journals on the burden of *Haemophilus influenzae type B (Hib)*, inequities in varicella vaccination, the success of C4D in improving measles vaccination coverage, and a study that assessed the impact of UNICEF-supported integrated ECD pilots to inform advocacy on a holistic approach to ECD.

Partnerships

Given the influence and reach of the internet and the need to address online child protection issues, a new partnership was forged with Tencent. The partnership promotes child rights and protection online through research, public advocacy, industry coalition building and engagement, and raising public awareness. It includes providing technical assistance to integrate a child rights perspective into Tencent's and other information and communication technology (ICT) companies' policies and processes, and develop tools on child online safety.

An expanded partnership with HNA Group resulted in a donation to UNICEF of US\$25 million to contribute to achieving the SDGs in China, Ethiopia, Lao, Mongolia and Sri Lanka, as part of its corporate social responsibility activities.

A new partnership with the Chinese People's Association for Friendship with Foreign Countries, which has links to the Ministry of Foreign Affairs, facilitated hosting a National Consultation on Cognitive Capital in Beijing. This was opened by the UNICEF Executive Director and was followed by the issuing of a joint report. Further partnerships will be explored in 2018.

A new partnership was established with the Chinese Institute for Education Finance Research of Peking University, an independent think tank co-funded by the Ministries of Finance and Education. Through this, research is being conducted on early childhood education financing, with a focus on children ages 3-6 years, to identify cost barriers to ECE for poor households.

Other partnerships included: an expanded national water, sanitation and hygiene (WASH) partnership to include the Ministry of Environmental Protection, National Health and Family Planning Commission and academic institutions to collaborate on the environment and child health; an expanded partnership with the China National Society of Early Childhood Education on advocacy for an ECD policy and quality services for ages 0-3; and a new partnership with Chinese singer who became UNICEF China's Special Advocate for Education.

External communication and public advocacy

Integrated communication campaigns helped position UNICEF China as a leading voice for children. Strong media partnerships with Xinhua News Agency and CCTV-KIDS were leveraged to generate significant coverage of children's issues. Xinhua broadcast a series of reports timed for World Children's Day which heavily featured UNICEF spokespersons and messaging; and provided the prestigious New York Times Square digital billboard to

broadcast a special World Children's Day film.

Digital communications and, in particular, social media engagement, helped widely extend UNICEF's message and reach. UNICEF China has 3.7 million followers across eight social media platforms. Weibo remained the most effective online engagement platform – with the #Ignorance is hurt# for the End Violence Against Children campaign receiving over 46 million page views and the #10m2 of Love# for breastfeeding advocacy receiving over 40 million views. The #FuturePlusMe# received 130 million page views and engaged 10 million in discussing children's rights. In response to child abuse allegations, key UNICEF messages were shared and a child protection animation viewed 38 million times.

The use of celebrities' influence to promote key messages continued and was boosted through the appointment of the popular singer, and one of Time magazine's top 30 global influential teens as Special Advocate for Education. The appointment ceremony alone was viewed 29 million times. His influence was used to communicate the importance of quality education and child-friendly schools. The Weibo topic page #Special Advocate for Education Wang Yuan# received over 280 million page views. The live broadcast of a film from his visit to child-friendly schools was watched by over 27 million, generated national media coverage and the #ChildFriendlySchools# page received 30 million views.

UNICEF also used creative communications in its advocacy – animation, lighting up four cities on World Children's Day and creating an installation that explored the risks that children face online.

South-South cooperation and triangular cooperation

China is committed to supporting SDG achievement globally. China's foreign assistance budget has grown significantly over the last decade. A South–South Cooperation Assistance Fund of US\$3 billion, funding for Africa of US\$60 billion, and a further US\$8.7 billion for countries that are part of the Belt and Road Initiative (a network of 60+ countries with which China is developing stronger trade ties and support for a broad array of infrastructural and development initiatives) have been committed.

UNICEF China has a South–South Cooperation Unit dedicated to working with the Government of China to leverage partnerships and funding to delivering the SDG targets. The presence and participation of UNICEF's Executive Director at the Belt and Road Summit in May 2017 signalled the recognition and engagement of UNICEF with the Government to support programmes that will help realize SDGs and positively impact children's lives in Belt and Road countries.

This year saw the South–South Cooperation Assistance Fund become operational, with UNICEF China forging an agreement to enable UNICEF to be eligible to apply for funding. Humanitarian funding was also secured. Through strategic engagement and diplomacy with the Government, UNICEF China secured a commitment of US\$11 million for proposed programmes for children in Asia and Africa, and further discussions are underway. This included US\$1 million on education programmes for Syrian refugee children in Lebanon, US\$2 million for severe acute malnutrition amongst children in Somalia, and US\$8 million for maternal, newborn and child health programmes in eight African countries (Ethiopia, the Democratic Republic of the Congo, Kenya, Niger, Nigeria, Sierra Leone, Sudan and Zimbabwe) for which project proposals have been prepared and submitted for review.

It is anticipated that this area of work for UNICEF China will grow exponentially during the remaining period of the country programme.

Identification and promotion of innovation

UNICEF China continued in 2017 to promote innovation by harnessing new technology and promoting other innovations.

During the year, UNICEF contributed to the reform of China's health information systems. Four out of seven actions to transform the national maternal and child health (MCH) management information systems have emerged from UNICEF's support. These include a unique ID number at birth, national and provincial data platforms, and their linkage with the Healthy Family App, a mobile phone application.

UNICEF supported the adaptation and implementation of the Healthy Family App in selected demonstration counties, aiming for nationwide scale-up upon demonstration of success. This will further enhance the interconnectivity between policymakers, health service providers, pregnant women and caregivers.

Efforts continued to shape and leverage UNICEF's global partnership with the Tsinghua University Innovation Centre. The Centre is carrying out a series of initiatives to develop innovations for child development. In May, during the 38th Celebration of Collaboration with the Government of China, the Innovation Centre showcased a range of innovations in areas relevant to sustainable development, including air purifiers for pollution and solar devices. UNICEF China will refocus the partnership with the Tsinghua University Innovation Centre to achieve the ambitious goals that were envisaged. The Innovation Officer – part of the South–South Cooperation Unit – is the focal point for the Centre and will work across the country programme, to identify and assist with innovations that help deliver results for children.

Support to integration and cross-sectoral linkages

UNICEF China maintained four cross-sectoral working groups on ECD, adolescence, gender, and disaster risk reduction (DRR); and an emergent group on child-friendly cities. These promote cross-sectoral linkages and knowledge management.

The DRR Model Pilot Programme strengthened cross-sectoral integration to increase preparedness and resilience in disaster-prone areas. Government departments at the county level were brought together to gain a better understanding and develop enhanced capacities on child-centred disaster risk reduction. UNICEF China's child protection, education and health sections developed a standardized training package, conducted joint advocacy during the DRR Month campaign to enhance public awareness, and at the provincial level in Sichuan supported the operationalization of a multisectoral provincial resource centre in Chengdu, bringing together a diverse group of experts with extensive experience in disaster risk reduction, child protection, social work, health, education and other relevant sectors.

The Adolescent Working Group undertook an exercise to update the situation analysis of adolescents, and map adolescent programming across education, child protection, health, nutrition and WASH. This was used to draft an adolescent strategy which will be finalized in 2018.

Programming for ECD drew on the different delivery mechanisms that exist in different sectors. UNICEF programme sections worked with their respective government counterparts to implement interventions, while helping develop standards and norms. A stocktaking meeting of UNICEF's work on ECD was undertaken to identify further points of synergy. While the delivery of integrated ECD services that combine education, stimulation and protection services continue in pilot sites, the ECD working group has identified additional cross-sectoral measures. This includes the mapping of ECD experts and partners across sectors, plans to develop a National Advisory Group, entering into strategic research partnerships, and enhanced advocacy for a national guideline/policy on ECD in China.

Human rights-based approach to cooperation

Child rights-based programming underpinned the country programme in 2017. UNICEF China worked closely with the National Working Committee for Children and Women (NWCCW) to strengthen a rights-based approach to the implementation of the National Programme of Action (NPA) for Children. UNICEF helped build awareness of national and subnational staff from NWCCW on the principles of the Convention on the Rights of the Child, and capacity to use data and analysis to implement findings from the NPA mid-term review in 2016. A workshop helped raise awareness on child rights and child poverty amongst project implementation staff in 15 pilot counties, after which a national expert supported each county to review their relevant data and plans.

UNICEF forged a new partnership with Tencent to promote child rights and child protection online through research, industry coalition building and engagement, and communication and raising public awareness. Technical assistance will be provided to integrate a child rights perspective into Tencent's and other ICT companies' policies and processes, and develop practical tools on child online safety. UNICEF also co-hosted, with the China Youth League, the first ever high-level event on child online protection at the fourth World Internet Conference in Wuzhen.

As a member of the United Nations (UN) Sub Group on Disabilities and the UN Partnership to Promote the Rights of Persons with Disabilities, UNICEF collaborated with the International Labour Organization (ILO), the United Nations Development Programme (UNDP) and the United Nations Educational, Scientific and Cultural Organization (UNESCO), to promote the rights of persons with disabilities by facilitating a dialogue between the Government and disabled persons' organizations, and built capacities of key professionals to provide services for persons with disabilities. With UNICEF support, reports on children with autism and their families' access to services were submitted to the China Disabled Persons Federation to inform their actions and policy development. This partnership was highlighted during an ILO, UNDP, UNESCO and UNICEF joint event in June 2017, which brought together over 100 policymakers, academics and disabled persons' organizations. This helped put disability rights, in particular inclusive education, access to information, and access to social services, under the spotlight.

Gender equality

UNICEF China helped design and promote gender-sensitive life skills modules to advance girls' secondary education. Together with the China Association for Science and Technology (CAST), six gender-sensitive life skills modules were revised for use in secondary schools: 1) social-emotional learning; 2) financial education; 3) life skills for girls; 4) self-management; 5) career guidance and development; and 6) climate change.

In response to several cases of girls being bullied by other girls, which received widespread social media attention and discussion, several steps were taken to further enhance the gender-sensitivity of these life skills modules, and raise awareness of gender equality both in school and in out-of-school settings such as government-run community-based centres for children. While gender dimensions were part of the modules before revision, gender issues have now been explicitly included in teaching materials and the curriculum framework. Teaching assessment indicators for measuring changes in gender awareness are also under development. The modules are being scaled up in 27 CAST project counties in 13 pilot provinces.

A key gender mainstreaming strategy employed by UNICEF China was to ensure that sex disaggregated data (girls and boys, women and men) was collected, analysed and used to inform the design and make further adjustments to the existing work on supporting child-

friendly spaces. UNICEF supported the Institute of Psychology, China Academy of Science to conduct a baseline survey to assess the current status and effectiveness of child-friendly spaces and provincial-level technical support hubs that support these spaces in relation to the levels of participation by caregivers and children, and the current incidence of violent discipline in selected communities. The survey found that boys, children in rural areas and children raised by grandparents are all more likely to experience violence at home. It also found that mothers spend more time on learning, playing, chatting and watching TV with their children than fathers. Finally, female caregivers and girls use the child-friendly spaces more than male caregivers and boys, according to the survey. These findings will be useful in making further adjustments to the child-friendly spaces project.

Environmental sustainability

UNICEF China developed the first-ever work plan with the Ministry of Environmental Protection to analyse possible environmental risks to children. This will be used to inform and design appropriate communications to reduce these risks. In one county, children's exposure levels to lead was identified, and awareness raising and possible actions to address this are being explored.

In terms of advocacy, UNICEF participated in the first national conference on environment and health in China, using this to raise awareness of the impact of environmental risks on children. UNICEF provided technical support to the International Youth Green and Low Carbon Practice Exchange and the 2017 Guangzhou World Youth Environmental Protection Conference organized by the Ministry of Environmental Protection and the Guangdong Provincial Environmental Protection Agency, which fostered sharing of best practices and youth participation.

The China and Mongolia UNICEF country offices co-organized an international expert consultation on cold climate sanitation. It brought together private companies, scientists, Government of Mongolia and non-governmental organization decision-makers and practitioners to discuss policies, coordination and ecologically sound products such as water-free urinals and toilet products for cold climates, dry regions and other contexts.

UNICEF continued to implement the DRR Model Pilot Programme to strengthen the knowledge and capacity of communities, service providers and children on emergency preparedness, response and strengthened resilience. Pre-assessments of county DRR plans and baseline data collected on protection, health, nutrition, immunization and WASH helped inform the development of information and communication materials, as well as intensive advocacy and capacity development.

Internally, the office has a greening strategy and a greening committee team that developed an action plan for 2017. An environmental footprint assessment was completed with support from UNICEF NY Headquarters, and the greening committee continued to monitor and report on it. Some key greening measures undertaken included the installation of a solar panel power system to reduce electricity consumption, a water audit to help save water, and continued awareness-raising among staff.

Effective leadership

Effective leadership in UNICEF China is centred on the principles of transparency, consultation and accountability. Office management focused on streamlining processes to maximize efficiency and effectiveness of implementation of the country programme to achieve results for children.

The country management team (CMT) met monthly to discuss and agree on key strategic

issues, including programme management and operations. Key updates and decisions were shared at All Staff meetings, usually in the week following the CMT meeting. The staff association was consulted on relevant issues such as the staff survey results.

Gains made in previous years in governance, risk management and control processes were expanded. This involved endorsing and reviewing at mid-year the recommendations and status of actions from the office-wide enterprise risk management exercise that took place in early 2017. The CMT also reviewed the status and progress of recommendations from the external audit that took place in January 2017. The annual management plan was endorsed and later reviewed at mid-year.

The results of the staff survey led the CMT to commission an internal survey to further elaborate details and establish a taskforce to recommend actions. At a staff retreat and mid-year review, key results were shared with all staff, and team building activities and discussions were held on staff welfare and the strategic positioning of UNICEF China.

A review and update of the Programme Operations Manual, which serves as a practical guide on implementation of programmes and activities within the scope of the China–UNICEF programme of collaboration, was undertaken.

A background paper and discussions on the reimbursement modality as the method of cash transfer to the main ministries was undertaken, while making allowances for maintaining flexibility with partners with lower budgets such as committees and universities, and guiding principles were established.

Financial resources management

All recommendations from UNICEF China's last internal audit in 2014 were closed; and by year end, eight recommendations had been fully addressed and closed from the last external audit conducted in January 2017, while implementation of the remaining four is on track.

Micro-assessments were arranged for partners who newly met the funding threshold. UNICEF China successfully negotiated with implementing partners to use direct payment and reimbursement as the main cash transfer modality while direct cash transfers are only provided to a few low-risk partners, in particular those with limited financial resources.

The office developed a detailed harmonized approach to cash transfer (HACT) assurance plan and made use of global long-term agreements (LTAs) engaging an external agency to ensure the highest compliance with HACT procedures. Before the roll-out of the eZHACT module, table of authority and VISION role assignment were revisited according to UNICEF China's internal practices and standard operating procedures.

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

Faced with a declining support budget allocation, UNICEF China established an operating expenses attribution ratio of 60 per cent from the Institutional Budget and 40 per cent from Regular Resources (RR)/Other Resources (OR) funding. Given that IB and RR allocations will continue to decrease, the share from OR funding is expected to grow. Budget guidelines will be developed on how to factor staffing and support costs into donor proposals.

Fundraising and donor relations

Other Resources continued to be an important funding source for programmes and operational costs, accounting for 78 per cent of total resources allocated in 2017. This share will further increase as Regular Resources continue to decline.

UNICEF China secured 100 per cent of its annual OR ceiling in 2017, due to the combined efforts of National Committees, global alliances, and private sector fundraising activities. About 58 per cent of this was flexible and predictable income. The office effectively used over 81 per cent of the OR that was allocated. The contribution to global RR from sales of Inspired Gifts also grew, reaching over US\$760,000; and supporters have shown interest in supporting thematic other resources for emergency funding. This is attributable to higher awareness of UNICEF's role in global emergencies among e-shoppers.

Corporate donors continued to be the primary OR funders, both from National Committees (corporate donors outside China) and China's private sector. In 2017, the trend from the previous year of widening areas of support from corporate partners continued, with companies and corporate foundations agreeing to multi-year support. For the first time, China private sector fundraising was able to secure outward corporate funding to support the Belt and Road Initiative from a Chinese company which agreed to a multi-million-dollar proposal for MCH.

The Office achieved an 89 per cent timely donor report submission rate, with 34 out of 38 reports submitted as per the original timeline and the remaining four submitted as per a modified timeline agreed in advance with the donor. The planning, monitoring and evaluation section continued to oversee the quality and timely submission of donor reports, working with sections on quality assurance with a focus on the clear articulation of specific and time-bound results and their link to improved outcomes for children.

Evaluation and research

UNICEF China remained committed to high-quality and scientifically rigorous evaluation of its programmes, and to advising and assisting partners on determining the effectiveness of child development interventions using a wide array of accepted research practices.

In 2017, there were continuing contextual challenges, including the need to build capacity of government and UNICEF staff on UNICEF/United Nations Evaluation Group requirements and standards.

The Office put in place strong systems to support evaluation of programmes, including dedicated technical support from the planning, monitoring and evaluation team. The integrated monitoring and evaluation plan is a standing item on the agenda of the monthly CMT meeting. An information session on evaluation was held as part of the mid-year review. Selected staff engaged in evaluation have been offered further capacity building. An internal document on evaluative research in China was prepared and shared with the UNICEF Regional Office to showcase evaluative work being supported.

Three evaluations are currently underway or planned in the current country programme cycle. The NWCCW–UNICEF Joint Child-Friendly Spaces Project inception report is under preparation. The evaluation aims to assess the relevance and effectiveness of child-friendly spaces in emergency and development settings, and to identify evidence-based good practices, lessons learned and recommendations that will help inform scale-up. This is in line with the Government's continuing efforts to expand this intervention to reach the NPA for child development target of having children's places (mirroring child-friendly spaces) in 90 per cent of communities by 2020. The evaluation is expected to be completed in 2018. Timelines for the two other costed evaluations on conditional cash transfers and an integrated maternal and child health project were agreed, and both will be completed by the

end of the country programme cycle. There are no open management responses remaining from previous evaluations.

Efficiency gains and cost savings

Procurement requests handled by UNICEF China on behalf of other UNICEF offices have steadily increased, and are expected to grow even further. Staff costs were shared with UNICEF’s supply division (SD) and the UNICEF Democratic People’s Republic of Korea (DPRK) office. These multi-country procurement service and shared personnel costs generated efficiencies and saved costs for UNICEF globally. It is estimated that this arrangement has the potential to result in net savings of more than US\$1 million during the current country programme (2016–2020). In a similar arrangement, the human resources position increasingly provided sub-regional support to UNICEF DPRK and UNICEF Mongolia.

The use of LTAs was estimated to have reduced order processing times by eight per cent across the office.

For in-country trips, the office encouraged staff to travel by rail rather than air because it is cheaper and reduces UNICEF’s carbon footprint. Video conferencing was also regularly used.

The office installed solar-powered equipment and inverters, thereby providing greener and less costly energy. The inverter stores energy drawn from the national grid during lower-cost periods at night and releases it for use during peak charge periods during the day, thereby reducing the office’s electricity costs.

To keep pace with emerging needs in terms of staff growth and maximize the use of office space, major renovations to the office were initiated. The refurbishments to the main office building will make the environment safer, more welcoming and fit-for-purpose when completed in 2018.

Supply management

The total value of procurement in 2017 was **US\$12,269,655**, which included UNICEF China programme and office supplies valued at US\$6,066,030 and procurement for other UNICEF country offices of US\$6,241,657

Table 1. UNICEF Procurement 2017

UNICEF China	Programme supplies	US\$737,741
	Operational supplies	US\$358,069
	Services	US\$4,970,220
	Total	US\$6,066,030
UNICEF DPRK		US\$2,849,044
UNICEF Afghanistan		US\$3,057,480
Other UNICEF offices		US\$ 335,133
TOTAL		US\$12,269,655

The office facilitated the timely shipment of life-saving products, with over 1.7 million doses of eight types of vaccines shipped to DPRK through Beijing. Challenges emerging from the sanctions against DPRK did lead to delays in the timely delivery of supplies, with UNICEF China engaging with various parties in Government and UNICEF Headquarters to explore

solutions. This included assessment missions to border towns that established effective coordination mechanisms between UNICEF, customs (in both countries) and vendors, which positively affected the delivery of supplies shipped by UNICEF's supply division, as well as 85 local purchase orders. Furthermore, UNICEF China undertook the procurement of medical items this year, which are normally ordered through supply division.

In cooperation with UNICEF supply division, teaching and learning materials were delivered to Afghanistan despite trans-border issues that prompted UNICEF to re-route its shipments to alternative ports. During the year, 83,000 teaching and learning materials kits were purchased, and UNICEF China concluded contracting for logistics services that will ensure hassle-free transportation to multiple destinations in Afghanistan.

Capacity and procedures to better support the management of contracts for fundraising services in a timely manner were enhanced. Fifty-five contracts were raised through LTAs, constituting 70 per cent of local procurement value in monetary terms, bringing value for money through negotiated prices and saving staff time. UNICEF China supported Government-led procurement for WASH construction work in six counties, to the value of US\$514,682, with UNICEF partially co-financing activities while also guiding Government through the procurement process.

A supply exhibition during the partnership celebration event in May 2017 helped demonstrate the impact of supply assistance to UNICEF's programme results, and the capacity of the office to support programmes in the region and globally. Strategic discussions continued between Government and UNICEF supply division to establish an emergency hub in China, following the closure of the warehouse in Shanghai.

Security for staff and premises

The UNICEF China office is situated in an independent compound, as space limitations hinder a joint UN compound. The premises are fully compliant with the United Nations Department of Safety and Security (UNDSS) minimum operating security standards. No major security threats were identified or reported by UNDSS in 2017. In addition to the security service hired by UNICEF, the Government provides security guards stationed outside the compound, ensuring a high level of security coverage.

The Office adhered to the mandatory process of obtaining security clearance for all travel through the TRIPS system. New staff members were briefed on security and undertook online security training upon joining. The revised Security Plan for China was approved by UNDSS in June 2017. There was no change from last year in the overall country security situation for China, characterized mainly as calm and stable.

Poor air quality remains a concern in Beijing. To mitigate this challenge, UNICEF continued to provide outdoor breathing masks to staff and has made available air quality sensors and air purifiers in the office. It also facilitated the procurement of air purifiers at discounted rates on behalf of staff for their use at home.

UNICEF put in place arrangements so that staff could work from home during air quality red alert days. This was complemented by encouraging staff members with young children to bring along them to the office if needed, so that they too may benefit from the reduced levels of pollution.

Human resources

The UNICEF China staffing structure continued to evolve and grow to meet new needs, particularly in emerging areas like South–South cooperation, resource mobilization, innovation and advocacy. Twenty-four new staff members were recruited, with an average recruitment period of 56 days from the close of advertisement to approval of appointment. In addition, the Office engaged 43 consultants and four UN volunteers. To attract appropriately skilled and experienced staff, the office invested in strengthened cooperation with recruitment agencies.

On diversity, there was slow but steady improvement in finding international professionals from programme countries as well as male candidates for national positions. However, these both remain as areas that need continued concerted efforts.

On new initiatives, a first ever agreement was prepared with the Government on the provision of junior professional officers, and is pending signature. New partnership arrangements were also signed with Tsinghua and Peking Universities on the engagement of interns, including for other UNICEF offices. UNICEF China offered internship assignments to 18 students this year.

A strategic staff learning and development plan was developed and reflected the learning needs assessment from 2016. A focus was placed on managerial and leadership skills, through initiatives such as 360 degree assessments for section heads, coaching, performance management and a middle management leadership course. The orientation programme for newcomers was revamped, and the office facilitated eight stretch assignments and support missions to other UNICEF offices.

An office task force was established to coordinate the response to the global staff survey results. All staff were engaged in follow-up consultations, based on which an action plan focusing on three key areas –speak-up culture, workload distribution and career development – was developed, and endorsed for implementation in 2018.

Other notable achievements were the 98 per cent on time completion rate of 2016 performance appraisals, and 99 per cent for 2017 performance planning.

Effective use of information and communication technology

UNICEF China used a range of ICT tools to improve business effectiveness and efficiency. Laptops for all staff made mobility easier, and used less energy, and the latest Windows operating system and Office suite provided high-quality tools for collaboration with internal and external partners.

An expanded digital presence played a key role in advocacy and resource mobilization. Through website optimization and digital campaigns, the office's bilingual website attracted more than 15 million unique visitors, almost double the number in 2016. Cloud-based services such as Content Distribution Network were used to improve website performance. UNICEF China has more than 3.7 million followers on digital platforms such as Sina Weibo, WeChat, Youku and Yizhibo. Using the voice of key influencers, millions were reached through these digital platforms with UNICEF messaging. Further details can be found under the public advocacy and communications section of this report.

Information and communication technology resources were also leveraged in support of programmes. Work is underway with partners to use digital technologies to transform the national maternal and child health management information systems. A Healthy Family App is under development, through which mothers of babies in 14 provinces will be able to access information on health and early childhood development services.

UNICEF China's carbon footprint was further decreased by reducing the amount of ICT equipment, making use of cloud and server virtualization technologies thereby reducing the number of servers, and using energy-efficient devices. The office has also put in place a system for centralized printing, which together with a monitoring system, will help save power and paper.

Programme Components from RAM

ANALYSIS BY OUTCOME AND OUTPUT RESULTS

OUTCOME 1 By 2020, pregnant women and children, particularly the most disadvantaged, increasingly benefit from equitable national policies, guidelines and tools for, and innovative monitoring and evaluation of, high impact and quality interventions for survival and development.

Analytical statement of progress

UNICEF continued to successfully influence Government health policies. Many components in the China Child Health Action Plan (2017-2020), which attracts high level support from President Xi Jinping, were taken directly from the National Child Survival Strategy, jointly developed by the National Health and Family Planning Commission (NHFP) and UNICEF in 2016, or included from other UNICEF-supported work. As a result, an increasing number of pregnant women and children in China will benefit from internationally recommended high impact and quality interventions. In addition, the National Nutrition Plan includes key indicators and targets on maternal and child nutrition which UNICEF's advocacy efforts contributed to.

The reform of China's health information systems is heavily dominated by UNICEF support: four out of seven key actions to transform the national maternal and child health management information systems (MCH-MIS) have emerged from UNICEF's support. These include a unique ID number at birth, national and provincial data platforms, and their linkage with the Healthy Family App, a mobile phone application. Through the standardization of questionnaires of the 6th National Health Services Survey (NHSS), it will provide for the first time internationally comparative information on infant and young child feeding from nationally representative data.

Aiming to improve the lives of African children by leveraging China's resources, UNICEF provided substantial coordination and technical support to the Ministry of Commerce and NHFP on South-South cooperation, in assistance of China's Belt and Road Initiative. Eight countries in Africa are initially targeted to benefit from China's support through the possible provision of US\$8 million financial support and technical assistance by the Chinese Government and experts. Proposals are at a final stage of review by the Government.

In demonstrating the 'pilots to policy to results at scale' business model, UNICEF demonstration counties were expanded from 91 to 140 across 26 provinces. These supported the testing of new approaches, such as early essential newborn care, adolescent health, and children left behind, and the scale-up of previously successful approaches such as breastfeeding promotion, ECD, child injury prevention, and community approach to total sanitation.

Four provincial child survival strategies initiated in 2016 were finalized this year, and 17 county level child survival and development strategy implementation frameworks were developed and adopted in pilot areas. These were based on the National Child Survival Strategy, with 24 evidence-based interventions, adopted in 2016. If these are fully implemented, an additional 267,000 lives of children nationwide can be saved by 2020.

The multisectoral, integrated early childhood development (IECD) strategy, initially developed in four national poverty counties in two provinces, is being scaled up in 14 counties in five provinces. The strategy was shown to have led to an 18 per cent reduction of suspected developmental delays in children under three years old.

As part of its equity approach, UNICEF China supported the Government to improve the health status of left behind children in six counties in six provinces. Evidence shows that three out of 10 children in rural areas are left behind by their parents in search of better economic prospects, affecting the children's mental health, nutritional status, and safety. Adolescents are another vulnerable group, with China being home to 146 million individuals aged 10-19 years. So far, little attention has been given to their needs and addressing their vulnerabilities. In response, UNICEF advocated for the development of a national adolescent health strategy, supported by background research to provide the evidence for such a strategy.

UNICEF supported many successful projects in collaboration with 14 NHFPC departments and partners. While the successes are acknowledged by NHFPC, there is a need to better disseminate project results to senior NHFPC officials. UNICEF will address this by summarizing the various success stories and using them for advocacy to scale up.

The end of the 2011-2015 project cycle assessment confirmed that results were usually poor if low capacity of county level staff to work on UNICEF-supported projects was coupled with low commitment from local leaders. Learning from this, the selection of new counties for the 2016-2020 project cycle was based on previous criteria of poverty, poor maternal and child health outcomes, and poor nutritional and sanitation status, whilst also factoring in local government commitment and willingness to collaborate.

UNICEF China will continue supporting NHFPC, particularly in the most disadvantaged areas, to ensure that pregnant women, children and adolescents increasingly survive, develop and benefit from quality interventions. Programme priorities have been set based on baseline surveys, and support will be increased to improve maternal and child nutrition, maternal mental health, prevention and management of low birth weight and prematurity, quality of care, and build institutional capacity. UNICEF will continue to align with and inform key government initiatives and investments in the elimination of mother-to-child transmission of HIV (EMTCT), maternal, child and adolescent health and development, promoting optimal nutrition, expanded programme on immunization (EPI), child injury prevention, hygiene and sanitation.

OUTPUT 1 Increased evidence and policymakers' capacity to (a) formulate and revise policies, guidelines and tools for high impact interventions for MCH, PPTCT, child development and adolescents, (b) support equitable delivery of quality MCH services and (c) strengthen MCH surveys and surveillance systems.

Analytical statement of progress

A new and evidence-based "warning signs checklist", designed to identify children at risk of early developmental delays was developed with UNICEF support and adopted into the National Basic Public Health Services Package. This now serves as the single standardized community-based tool to monitor ECD of all children 0-6 years old born in China.

- Building on its success on preventing mother-to-child transmission of HIV China is on track to being validated for its national elimination along with that of syphilis and hepatitis B. A national pilot validation framework in line with global EMTCT validation guidelines

was developed, together with a gap analysis to assess the current national programme status against international validation criteria.

- Hailed as “landmark meetings” by international experts, UNICEF supported three international conferences. These were the International Early Childhood Development Conference 2017 “Promoting Nurturing Care for Children 0-3 years” with the presence of the National People’s Congress (NPC) Vice Chairman and Vice Minister; the International Workshop on Adolescent Health and Development with a multisector roundtable meeting; and the launch of *The Lancet* Series on maternal health to an audience of 4,500 participants. These helped attract high level attention and advocated for the scale-up of successful ECD approaches for children 0-3 years old, the advancement of an equitable and Government-led multisector policy and programme for adolescent health, and promoted the uptake of international evidence for improving maternal health programmes and policies.
- Project implementation plans, based on completed rigorous baseline survey results, were developed for five identified programmes with NHFPC. These were launched in 58 counties of 21 provinces to promote equitable delivery and access to an integrated Maternal and Child Health and Development service package, with interventions targeted at lowering newborn preventable deaths, addressing adolescent health, and services for left-behind children and EMTCT.
- Five studies helped strengthen the evidence-base for the development of a national adolescent health strategy. These were an adolescent health situation survey, reviews of adolescent health expenditures and data gaps, and analysis on national hotline phone calls and on health communication for development strategies.

With an increased number of demonstration counties, the human resource capacity of national counterparts to support training and coordination activities is being challenged. UNICEF, with national counterparts and supported by a Programme Management Office is seeking to establish Centres of Excellence at provincial level, which will increasingly rely on provincial experts to support planning and capacity building, thus far mainly conducted by national experts.

Work is progressing to support the Government in triple EMTCT, and to implement the “Integrated Maternal and Child Health and Development”, “Safe Newborn”, “the Emergency Triage and Assessment”, “Adolescent Health and Development”, “Children Left Behind” projects. While implemented in different areas, these MCH projects all aim to increase evidence and policymakers’ capacity to formulate and revise policies, guidelines and tools for high impact interventions for MCH, EMTCT, child development and adolescents, and strengthen MCH surveys and surveillance systems.

OUTPUT 2 Increased evidence and policymakers’ capacity to (a) formulate and revise policies, guidelines and tools for high impact interventions to address stunting, breastfeeding, micronutrient deficiencies, diet and lifestyles; (b) support equitable delivery of quality nutrition services; (c) strengthen nutrition surveillance systems, data collection and reporting, and (d) undertake international exchange of relevant policies, guidelines and tools.

Analytical statement of progress

A number of notable achievements were made in creating a robust evidence base and using this to drive advocacy and inform capacity development efforts:

- A series of studies which all contributed to an enhanced evidence-base to drive advocacy with policy makers and improve programme design and implementation. These included a studies on the cost of non-breastfeeding; Baby Friendly Hospital Initiative; the relationship between breastfeeding and Essential Newborn Care; the

impact of Ying Yang Bao (YYB - a complementary food supplement) on the reduction of childhood anaemia, micronutrient deficiencies and stunting; persistence of anaemia in iron-supplemented infants; the long term effects of nutrition supplementation on adolescent development; and research on overweight and obesity as part of an international research consortium with China's National Natural Science Foundation, the Canadian Institute of Health Research and WHO.

- Through UNICEF-organized workshops, China's birth cohort teams discussed the unification of China's birth cohort, which would lend itself to a more efficient design, greater statistical power, and validation of findings for evidence gathering on the long-term health effects of intrauterine and early life nutrition. This will drive advocacy on the inclusion of intrauterine and early life nutrition into China's Non-communicable Disease Prevention and Control Strategy. A preliminary agreement was reached among teams to work together on data analysis.
- The adoption of standard infant and young child feeding questionnaires in the National Health Services Survey which will, for the first time, make internationally comparable nutrition data for China available.
- Advocacy initiatives like the national launch of *The Lancet* series on Breastfeeding with participation of China Development Research Foundation, All-China Women's Federation (ACWF), Development Research Center of the State Council, NHFPC, NWCCW, the State Administration of Industry and Commerce and co-authors - the Lancet editor and the Bill & Melinda Gates Foundation; the UNICEF-NCWCH 10m2 of love campaign in support of breastfeeding, which brought together 13 Ministries; and support to the annual World Breastfeeding Week.
- Capacity building of 160 health staff from around China on breastfeeding and lactation counselling with International Board Certified Lactation Consultants from China's best Baby-Friendly Hospitals.
- Training on integrated nutrition and WASH programming in a poverty county in Qinghai.
- Baseline surveys conducted on breastfeeding, complementary feeding, and knowledge, attitudes and practices in nutrition demonstration counties.

China's national nutrition programme has always had a greater emphasis on research rather than implementation. Now that a large range of evidence based nutrition guidelines are available, and based on the findings of the baseline survey, UNICEF is placing more emphasis on implementing the guidelines in an expanded number (24) of nutrition demonstration counties, and has recruited extra human resources to support this.

UNICEF will continue to support the Government to improve the low breastfeeding rates, anaemia control in pregnant women and children, overweight and obesity control, and in bringing the good experiences of Ying Yang Bao to the attention of the world through the BRI and China-Africa collaboration.

OUTPUT 3 Increased evidence and policymakers' capacity to (a) formulate and revise policies, guidelines and tools for new vaccines, effective vaccine management and child injury prevention, (b) support equitable delivery of quality interventions and (c) strengthen immunization and child injury surveillance systems, data collection and reporting.

Analytical statement of progress

Key progress on the provision of technical support and improved evidence-base to inform policies, guidelines and tools for high impact immunization and child injury prevention interventions, included the following:

- The re-establishment of the EPI “National Technical Advisory Group” by NHFPC with technical support from UNICEF, will help introduce new and underused vaccines into the National Immunization Programme.
- Publications in peer-reviewed journals on the burden of Haemophilus influenzae type B (Hib), inequities in varicella vaccination, and the success C4D in improving measles vaccination coverage.
- A Government delegation comprising NHFPC, China Food and Drug Administration and Ministry of Finance, was supported to visit UNICEF’s Supply Division, aiming to influence EPI financing, supply chain management, and the introduction of new vaccines. This has already led to a policy shift on EPI vaccine procurement from decentralized to centralized bidding.
- The introduction of innovative communication to improve vaccination management and coverage in remote and poor communities in EPI demonstration sites. A UNICEF-supported EPI mobile phone application for village vaccinators was recognized as being successful by the National Immunization Programme and recommended for replication elsewhere.
- To better understand public perceptions on vaccine confidence and demand for vaccines, which dwindled after some ill-informed, widely-published vaccine “scandals”; a survey was conducted in selected provinces. Indicators, which help identify early trust breaches and vaccine hesitancy, are now being incorporated into the national vaccination information system.
- Positioning child injury prevention as part of UNICEF’s support to Child-Friendly Cities, will strengthen information on the child injury disease burden, promote infrastructural changes to prevent road traffic and other forms of injury, and inclusion into basic public financing schemes.
- A child injury baseline survey is being carried out at national and local levels and will provide key information to inform programming.

The absence of a national decision making body on vaccines has hampered the introduction of new and underused vaccines. UNICEF provided technical support to establish a National Technical Advisory Group, which will help review evidence and recommend strategic changes to the National Immunization Programme, as the disease burden changes.

The success of child injury prevention programmes often depends on the ability to make infrastructural changes. So far China’s child injury prevention programmes are functioning independently from municipal authorities who decide on infrastructure change. Positioning child injury prevention within the UNICEF-supported Child Friendly City Initiative may serve to overcome this barrier.

UNICEF will continue to support the National Technical Advisory Group. This will include generating evidence required for the introduction of new and underserved vaccines, and support for strengthening immunization programmes in China’s border areas, where populations remain underserved and at risk of disease outbreaks due to importation from neighbouring countries.

UNICEF will work with Shenzhen and Changsha municipalities, while searching for an appropriate national counterpart, in support of the development and implementation of CFCI to further strengthen child injury prevention policies and implementation frameworks.

OUTPUT 4 Increased evidence and policymakers' capacity to (a) formulate and revise policies, guidelines and tools for pro-poor sanitation and institutionalization of sanitation, (b) promote public private partnerships for sanitation and hygiene, (c) support equitable delivery of quality sanitation services and (d) strengthen monitoring and evaluation of sanitation and hygiene.

Analytical statement of progress

Increased evidence and awareness together with the development of key indicators and expanded partnerships helped build capacity and knowledge on WASH through:

- The development of core WASH standards and indicator frameworks for households, education and health facilities, including for the evaluation of the “People-Satisfied Township Hospital”, “Healthy Schools”, for use in the NHSS, the national drinking water monitoring framework and the sanitary risk monitoring framework
- Support for the Joint Monitoring Programme to obtain SDG baseline data
- Inclusion by the Ministry of Education of translated and adapted WASH in school modules into the Education Management Information System (EMIS).
- Drafting and testing of a participatory training module for county sector government officials and technical professionals to reduce disaster risks in health, education and WASH, based on a risk assessment in three demonstration counties. This led to improved capacities of local planners, as testified by the development of a comprehensive Disaster Risk Reduction WASH and Health Plan in one county.
- Expanded partnerships, such as a national WASH partnership to include the Ministry of Environmental Protection, NHFPC and academic institutions. This led to new collaboration on environment and child health, to analyse child exposure to environmental and the possible health risks. Public-private partnerships for sanitation and hygiene were also strengthened through the provision of technical support to and participation in events and programmes of universities, research institutions, NGOs and private companies.
- Presentations and experience-sharing through five academic conferences. These were on WASH and child nutrition, health and environment programming, community-led total sanitation, supporting a national health campaign on a toilet revolution for disease control; and toilet and wastewater management fostered learning and greater awareness amongst Government officials and international and domestic experts.
- Public awareness being raised at the national level and in demonstration areas through the Global Handwashing Day and World Toilet Day.

A changing policy landscape including new direction and guidance emanating from 19th CPC and concerns that WASH issues are not receiving adequate attention, required a recalibration of strategies, including efforts to leverage President’s Xi’s call for a ‘toilet revolution’. UNICEF will prioritise efforts and adjust meet these demands, and continue to raise the profile of WASH issues in China as central to healthy and sustainable development.

The design of a mid-to long-term plan for facilitating a toilet revolution in China, further expansion and strengthening of environment and child health work, and new efforts in raising the profile of the CFCI will be key priorities going forward.

OUTPUT 5 Establishment of an integrated and innovative health management information system for improved decision making for child survival, and ECD, with improved data quality in line with national and international priorities and standards.

Analytical statement of progress

UNICEF China provided strong technical support to integrate and innovate China's health Management Information System (MIS) for improved decision making for child survival and ECD, and helped improve data quality in line with national and international priorities and standards:

- Big strides forward were made in aligning China's data with international recommendations and the SDGs, through a collaboration between UNICEF and the National Health Services Survey. The NHSS indicator, definitions, questionnaires and survey tools and analytical methods, including the multi-overlapping deprivation analysis (known as MODA) will be made consistent with international standards. Discussions are underway to advance the questions related to breastfeeding, and to introduce ECD and WASH indicators into NHSS.
- Evidence-based information on the health and service demands of adolescents will become available through the development of national adolescent health survey modules and surveillance indicators for inclusion in the NHSS.
- Interconnectivity between policy makers, health service providers, pregnant women and caretakers of children will be strongly enhanced through the development of the Healthy Family App, a mobile phone application linked to China's MCH-MIS. The framework design of the Healthy Family App was completed and the development of a prototype is in progress, to be launched in eight demonstration provinces and six replication provinces.
- UNICEF continued to support the introduction of a unique ID number for all newborns as a key backbone of the MCH-MIS. The design proposal of the unique ID, and the technical requirements and upgrading plan for MCH-MIS were completed.

The distribution of responsibilities to various national and academic institutions for China's health information and surveillance systems contributes to the complexity and fragmentation of China's national health information systems. UNICEF continued to work with all partners, and bring them together to help realise the vision of a single comprehensive information system.

UNICEF continued to support the development of the Healthy Family App with technical assistance from country office, UNICEF Regional Office and the Global Innovation Centre and its implementation in seven demonstration provinces, thus contributing to further integration and defragmentation of the national MCH-MIS. The e-birth registration card piloting is constrained by certain policy issues and a significant investment is needed to build a new national birth registration information system.

Finalizing and demonstrating the use of the Healthy Family App and continued engagement with NHSS to refine and influence indicators on ECD and WASH - thereby also enhancing reporting against the SDGs - will continue in 2018. Given the constraints on piloting e-birth certification, efforts will continue to be invested in promoting the adoption of the HIS e-card, and will be complemented by a greater focus on informing policies and the development of standards.

OUTCOME 2 By 2020, pregnant women, children and their caretakers, particularly the most disadvantaged in UNICEF demonstration counties, have increased demand for and access to high impact and quality interventions for survival and development.

Analytical statement of progress

Information, knowledge and awareness, combined with advocacy, community engagement and ownership are key to increasing the demand for and use of key child survival and development services. UNICEF continued to support initiatives to engage with high and local

level policy makers, communities and their members, aiming to raise awareness on key care seeking behaviours and practices related to health, nutrition, immunization, child injury prevention and WASH, while also learning from them and their needs in designing quality and responsive services.

To increase the provision of basic social services with quality, UNICEF in collaboration with partners, helped strengthen the skills and capacities of health workers at county and township hospitals and village clinics in demonstration sites. Capacity building of national and local experts covered a wide spectrum of issues ranging from maternal and child health programme management and resource mobilization, integrated maternal and child health and development, safe newborn care, and early childhood development monitoring, to breastfeeding counselling, community-led total sanitation (CATS) policies, standards and technical guidelines, and WASH construction and renovation.

Community engagement, especially with disadvantaged communities, was ensured both as a channel to disseminate key information as well as to solicit views and action in the development and operationalization of plans and initiatives. Some examples include the dissemination of C4D core messages and home visit materials for child survival and development; engaging with communities and adolescents to develop health promotion plans to manage premature and low birthweight babies, meet the needs of left behind children and children in need of ECD interventions, as well as adolescent health; and triggering communities to improve their sanitation and make villages open defecation free.

A series of short advocacy videos, two of which were completed in 2017, highlighted the achievements and best practices in MCH policy development, service provision, capacity building and community mobilization during the previous country programme cycle (2011-2015). These will be used to share results with senior policy makers, advocate for the adoption of policies and guidelines and be used during training events with county-level policy makers and service providers.

While UNICEF ensures that results from demonstration counties are shared with its partners from six ministries and 14 departments in NHFPC, fragmentation across ministries and departments remained an issue of concern. At the request of NHFPC, UNICEF supported the temporary establishment of a programme management office under the supervision of the Directorate International Collaboration, which aims to ensure that results from demonstration sites areas are shared across departments and with high level Government officials.

The advocacy videos were another tool developed to optimize the engagement of high level policy makers in UNICEF-supported demonstration areas, and proved to be well received, with NHFPC Directors now requesting to be part of these videos.

Service coverage and quality will continue to be improved through advocacy, training and strengthened community engagement. The advocacy and training videos will be shown during a high-level work planning meeting involving NHFPC Director Generals and Directors.

Capacity building in future years will focus on improved maternal and child nutrition, maternal mental health, prevention and management of low birth weight and prematurity, and quality of care. To build institutional, rather than individual, capacity, UNICEF will strengthen the established Centres of Excellence to provide in-service training to project sites. This will allow for replication of recommended standards and improve the quality of 24 high impact interventions.

Community engagement will be strengthened through the wider use of the Healthy Family

App. UNICEF also plans to share successes and lessons learned through Government-supported initiatives, such as BRI and China-Africa collaboration.

OUTPUT 1 Increased skills and capacity of health providers at national and subnational level to (a) deliver evidence-based, standardized, high impact health interventions, and (b) mobilise village leaders and heads of health and education facilities to improve health, nutrition and sanitation status of the most disadvantaged pregnant women, children, and adolescents.

Analytical statement of progress

National experts and service providers in select provinces gained improved skills and expertise to monitor child development, newborn survival and health, and provide ECD services, through UNICEF-supported actions including:

- Development or adaptation of a series of guidelines and toolkits, including Early Essential Newborn Care, Emergency Triage, Assessment and Treatment, the home visit and care group toolkit for left-behind children and ECD 0-3, and the adolescent mental health service package.
- Capacity development of 20 national level experts in the Guide for Monitoring Child Development, providing a starting point for enhanced child-based monitoring and evaluation in China's ECD programmes.
- Training of service providers in 17 "safe newborn project" counties in four provinces and 27 "left-behind children project" counties in 12 provinces to deliver newborn survival and health services,
- Improving the ability of health administrators/providers to mobilize resources, and to become advocates for newborn and left-behind children's services.
- Building the ability of health service providers in 27 "integrated maternal and child health and development" counties in 11 provinces in planning for and understanding child survival and ECD approaches. This was complemented by enhancing the skills of service providers in five additional provinces to provide ECD services through a variety of service delivery channels, and of village health workers in 40 villages in two "integrated early childhood development" project counties.
- The training of 30 prefectural level nutrition staff on "practical nutrition knowledge", development of training materials on "breastfeeding counselling" and training of trainers involving breastfeeding counsellors from China's best performing baby friendly hospitals –contributed to enhanced nutrition knowledge and skills.
- Reaching over 200 sub-national education administrators with knowledge on policies, standards and guidelines on school health, nutrition, WASH in schools, and how these impact child learning and development.
- In WASH, building the capacities of around 50 subnational primary health care administrators on township hospital construction guidelines, and 20 country-level project administrators were trained on CATS to promote rural sanitation.

To promote the integrated delivery of maternal, newborn, child and adolescent services, requires MCH, HIV, nutrition, EPI, child injury prevention, and WASH services to be implemented in the same demonstration areas. However, due to fragmentation at national level, with different counterparts and each having their own priorities and selected counties, integration is slower than desired. UNICEF will work to overcome these constraints through high level advocacy, continuing to maximize integrated programme delivery in its demonstration counties.

UNICEF will continue to invest efforts in building individual and institutional capacities to facilitate the integrated delivery of services. Efforts will continue to strengthen the Centres of

Excellence, as well as the paediatric and human resource infrastructure, and UNICEF will share its successes and lessons learned through national and international fora, including the Belt & Road Initiative and China-Africa collaboration. UNICEF will further scale up training to subnational government officials and professionals on total sanitation.

OUTPUT 2 Increased engagement of households, community leaders and heads of health and education facilities, and improved skills and capacity of the most disadvantaged pregnant women, children, adolescents and their caretakers to adopt and use evidence-based, high impact health interventions.

Analytical statement of progress

Households, community leaders and heads of health and education facilities were increasingly engaged, and have improved skills and capacities to adopt and use evidence-based, high impact health interventions, through actions supported by UNICEF including:

- Development of health promotion plans with community and adolescent engagement, which will be used to strengthen the knowledge of health officials, service providers, families and media on widespread use of cost-effective, proven interventions to manage premature and low birthweight babies, left behind children, children in need of ECD interventions, and adolescents.
- Development and dissemination of C4D core messages and home visit materials through different channels to help increase knowledge, shift attitudes, and inform positive behaviours and social change and improve child survival and development in project counties.
- Engaging more than 100 village heads and leaders from two townships in Zoucheng city (Shandong province) and Datong county (Qinghai province) with the CATS approach and equipping them with skills to trigger changes for total sanitation, so that they organize and trigger community action to improve village sanitation.
- Training facilitators on sanitation and triggering 33 villages in Min county, Gansu province to embark on making their villages open defecation free.
- Holding sanitation marketing sessions in two villages of Lu county, Sichuan province and Datong county, Qinghai province, including introducing urn latrines which can be assembled for use with and without water.
- Equipping more than 100 school headmasters and teachers with knowledge of policies, standards, and guidelines on school health, nutrition and WASH in schools. This included orienting them on UNICEF's WASH-led Whole Schools Environment Project, the importance of WASH for child learning and development, and skills in promoting healthy behaviours.
- Piloting the "Nutrition School" approach in 16 schools in eight provinces. This entails the "healthy eating + physical activity" approach in schools, homes, and among teachers, parents and students using innovative approaches to communication (such as Wechat communication on child nutrition and diets) as well as more traditional communication materials.

Rural people migrating to work in cities makes community mobilization in triggering sanitation difficult, and so in some communities, a trained county facilitator was encouraged to do the triggering. Community triggering to improve sanitation and local ownership will continue in 2018, with a greater emphasis to be placed on improving sanitation in Qinghai province.

The Government's supply-driven approach to health care delivery, is insufficient in taking local needs and demands into account. Baseline surveys indicate the biggest gaps relate to maternal depression, maternal and child nutrition, newborn and pre-term birth care, ECD,

and adolescent health. Looking forward, UNICEF will focus on these, and put in place tools to understand the demand side better, and to empower communities.

UNICEF will continue to support the adaptation and implementation of the Healthy Family App in selected demonstration counties, anticipating nationwide scale up upon demonstration of success, to further enhance the interconnectivity between policy makers, health service providers, pregnant women and caretakers of children. Several modules are under preparation.

OUTCOME 3 By 2020, children in China aged 6 to 18 years, particularly the most vulnerable, have improved equitable access to and complete child-friendly learning and "suzhi jiaoyu" oriented education.

Analytical statement of progress

The pursuit of promoting quality teaching and learning in China continued, as do efforts to ensure that all children have access to these services. UNICEF continued to collaborate with the Ministry of Education (MoE) and partners to increase the number of vulnerable children ages 6-16 years who access and attend child-friendly, equitable, and quality basic education. Work also continued to design and implement strategies to reach out-of-school children and adolescents ages 10-19 years, with an overarching approach of pilots to policy to results at scale.

The expansion, refinement and demonstration of the Child-Friendly School (CFS) model continued to gain traction, with the promotion of four dimensions: (1) inclusion and equality, (2) effective teaching and learning, (3) safe, healthy and protective, and (4) participation and harmonization. Key initiatives as part of this holistic approach included the social and emotional learning (SEL) project that helped enhance rural and ethnic and left-behind children's learning outcomes and social and emotional competencies; a physical education (PE) project that helped improve the quality of sports/PE in schools; the WASH in schools model which has now been replicated from three UNICEF-supported counties to 40 counties in Chongqing with government funding; and considerable joint work between UNICEF and MoE to improve the quality of teaching for primary school teachers and promoting life-skills-based education for adolescents.

To drive advocacy for the replication of the CFS model, baseline data was collected on assessing schools' existing conditions and children's subject learning status from the pilot child-friendly schools. This was part of the longitudinal four-year CFS impact study, which by 2020 will provide robust evidence on the extent to which child-friendly schools positively impact school environment and children's learning.

Accurate statistics and advocacy play a key role in planning, delivering and sustaining equitable and quality education for China's girls and boys. UNICEF has, at the request of MoE, provided support to improve China's education statistician's capacity to generate and use statistics to inform better planning, and implement a monitoring system to ensure effectiveness and efficiency. Presentations at six global and national conferences and workshops and media coverage ensured that quality education remained a high priority on the domestic and international agenda of decision-makers, the public and partners. A key development was the appointment of a well-known Chinese singer and one of Time's 30 most influential global teens, as a UNICEF China Special Advocate for Education which helped boost the profile and coverage of education issues. The appointment ceremony alone was live-streamed and viewed 19 million times, and the Weibo website page viewed nearly 60 million times with 280 million page views for the related hashtag.

China, in collaboration with international organizations including UNICEF, is forging ahead

with SDG 4 and the Education 2030 Agenda. A major SDG 4 Forum served as an opportunity to share China's experience in integrating SDG 4 and Education 2030 Agenda into its 13th Five-year Development Plan (2016-2020). It was also the forum at which China launched its localized education modernization 2030 agenda. Through this, participating countries were able to learn from China's SDG implementation planning, indicators and national policy alignment achievements.

Getting new initiatives off the ground, such as climate change education and the development of 21st century skills oriented vocation education curriculum for adolescents and junior secondary school students proved difficult due to constraints in securing funding. These will continue to be prioritised in 2018.

In line with China's development goals set out in its 13th Five Year Plan, with the focus on equity and quality education for all, UNICEF will continue to use evidence from pilots, provide technical expertise and harness its strong relationship with MoE to inform child-friendly, equitable and quality education in future years. Ongoing support to SDG 4 implementation, leveraging resources and partnerships through South-South cooperation and the development of a China-Africa Education engagement programme, will be critical pieces of work going forward.

OUTPUT 1 Models for operationalizing national child friendly schools and system developed and tested in disadvantaged counties and used to inform implementation at national level.

Analytical statement of progress

UNICEF supported the expansion and refinement of the child-friendly schools model, testing and demonstrating models for enhanced teaching and learning. The CFS project covers 250 pilot schools in five counties (150 CFS pilot schools in three counties carried over from the previous programme cycle, and 100 new CFS pilot schools in two new counties in this programme cycle). The ongoing four-year longitudinal CFS impact study continued to progress, and will help determine the extent to which child-friendly schools have helped improve children's learning and development. Data collection was completed in selected schools of four project counties on the dimensions of school friendliness and children's learning performance in mathematics and science. Data verification is nearly finished, and the final report is expected to be completed and shared early in 2018. Public advocacy on CFS also received a boost through a video on child-friendly schools, featuring the Special Advocate for Education in China and one of Time's 30 most influential global teens.

Disaster risk reduction as a CFS component progressed in schools. To improve school's resilience to disasters, six trainings for over 340 education officers, principals and teachers and two summer camps for 180 children and 60 teachers were organized. Based on this, schools are improving their contingency plans, safety education and practicing emergency drills with the support from experts. Disaster risk reduction resources for principals, teachers, parents and children are being developed by experts to guide schools' practice, including a video which has already been devised and well received.

The work of integrating relevant SDG 4 and SDG 6 indicators into China's education indicators system, particularly the EMIS, progressed smoothly and will facilitate improved monitoring and reporting. A desk review to compare the SDG education indicators with China's current indicators was completed. Together with several rounds of discussion, the review led to two indicators on handwashing in schools and school electricity being included in data collection and testing in 2017. Additionally, education data quality was improved by training statisticians through a UNICEF-supported online training. A total of 23,241 statisticians participated in and benefited from this online training.

Piloting child-friendly climate change education in 600 primary and secondary schools in 10 provinces was delayed due to the unavailability of resources. Work on developing creative learning indicators was also postponed due to limitations in funding and technical personnel, and the planned study on disabilities and neuroscience for early prevention could also not take place. Securing funding for these activities will continue to be a priority in 2018.

Efforts will continue to further progress in DRR, the completion of the CFS impact study, and integrating relevant SDG indicators with EMIS and education planning. Climate change education and the development of creative learning indicators will be prioritized in 2018.

OUTPUT 2 Comprehensive model of social and emotional learning and mental health education (SEL-MHE) developed and tested to support the implementation of national standards and guidelines, with focus on disadvantaged populations.

Analytical statement of progress

The social and emotional learning (SEL) -mental health education model continued to be successfully implemented in 250 schools, serving disadvantaged children in five counties, benefiting 130,000 students and 7,000 teachers. Based on this demonstration, 11 new counties replicated the model in 275 additional schools during 2017, benefiting 160,000 students and 11,000 teachers.

A 'whole school approach' was taken in the 250 model schools, whereby SEL teaching was integrated into the school-based curriculum learning, and time secured through a minimum of one class per week. With the focus increasingly given to school-level implementation, school-based expert teams were set up and strengthened through county-level trainings and on-site guidance provided by provincial and county experts to each of the 250 schools.

Highlighting its success, the model was replicated in an additional 275 schools, as a one year project, with support and guidance from the national expert team. Four workshops, including the annual inception meeting, were organised for 400 key experts from 11 provinces and 11 counties to improve the capacity of experts in providing technical support on SEL to these additional schools.

Acknowledging the importance of expanding SEL outside the school environment, work commenced on developing a SEL family resource package. This will comprise a set of content for rural primary school children's parents and caregivers, particularly of left behind children, to support children's social and emotional development.

The project is expanding its focus to family education, since principals and teachers in the rural pilot schools are overloaded with responsibilities to educate children, especially where parents are away due to being migrant workers in cities. Together with the promotion work in 11 new counties, this has led to increased costs, lengthened timelines and additional technical efforts – all of which will be factored and budgeted for in the 2018 work plans.

Key activities in 2018 will include devising and testing the SEL family resource package to complement the school resource package, and a focus on family-school cooperation and family education (especially for parents of child left-behind in rural areas) to create an all-round positive environment for children's development. A major launch of the SEL family resource package WeChat app, focusing on parents and caregivers of children left-behind, will be held in early 2018. Other plans include collecting evidence of the SEL model through research to advocate for scale up, and a review meeting to report on results achieved in the 275 additional schools.

OUTPUT 3 Innovative teaching and learning and teacher training models developed and demonstrated to inform national professional standards and training programmes and implementation of national plans [Government of China National Educational Informatization Plan], especially in the most disadvantaged areas.

Analytical statement of progress

Work progressed on developing three innovative teaching and learning training models: (1) Improve teachers' skills in physical education (PE) with a new focus on football; (2) build teacher capacity through the use of video vignettes; and (3) develop mobile education and training units (METRU PLUS) as an on-site roving resource teacher training model to support child friendly schools.

A baseline survey on the current situation of physical education and sports activities in the six project counties was completed, highlighting gaps in training of physical education teachers. Based on this, two national expert teams trained 300 PE teachers and teacher trainers across all project counties, and county-level launch meetings in all six counties and a national level PE workshop were held. A large-scale football camp and final tournament "UNICEF Little Cup" was held in Beijing for 100 students in grades 3-5 based on county-level competitions. This attracted strong media attention, which together with other achievements, led to MoE support to expand the PE project to pilot counties in six provinces.

Informed by international best practice, UNICEF supported the content development and use of video vignettes as a tool for teaching and sharing generic teaching skills. The content is being reviewed and localization of content underway.

The METRU PLUS project, aimed at improving teaching and learning practices in child-friendly schools, is being implemented in 222 project schools in five counties, reaching 7,600 teachers and 127,000 students. Resource teacher teams have been set up in all counties; a project planning meeting in Shanghai identified how to use best practices to improve teaching and learning; and a national level inception meeting contributed to government buy-in.

The final report on the operational study on a monitoring indicator system for ICT development in education was completed. This will inform the development of an ICT-supported online learning community for rural teachers, which is included in the National Educational Informatization Plan 2010-2020. Initiated by the National Centre for Education Technology and UNICEF, a set of county-level monitoring indicators for ICT application in education were developed and tested. Its importance was recognized as one of MoE's 2017 key work tasks, and verification is on track with expected nationwide roll out.

Developing and disseminating games-based learning strategies was delayed due to impediments in securing funding. The finalisation of video vignettes also experienced delays and will be prioritised in 2018.

During 2018, plans will be developed to train local education staff to monitor the effectiveness of ICT utilization in schools by using the indicator tools. For METRU Plus, manual/toolkits in languages of ethnic minorities will be devised.

OUTPUT 4 Models and evidence base developed to promote inclusive and gender sensitive water and sanitation facilities and effective WASH practices in schools, with focus on the most disadvantaged areas/ populations.

Analytical statement of progress

UNICEF promoted inclusive and gender sensitive water and sanitation facilities and WASH in schools through a combination of building capacities, implementing pilots and generating evidence to inform scale up.

The capacities of 180 education officials from five project provinces were strengthened on health management in schools, through three training of trainers sessions at the national level. This made possible follow-up training sessions in more than 140 counties, reaching over 7,000 local education officials, school masters and teachers.

Based on the national WASH in schools standards and guideline, UNICEF directly supported seven pilot schools and leveraged government co-funding for 92 schools, to support gender-sensitive and inclusive toilets and handwashing facilities, and capacity building support to use these. UNICEF also helped integrate inclusive and gender-sensitive WASH in schools into the Government's Healthy China 2030 concept, by drafting an indicator system to inform standards of MoE/NHFPC's "Healthy School" initiative, which will be issued nationally and replicated in all provinces.

The WASH in Schools model in three project counties of Chongqing province supported by UNICEF since 2011, was replicated to all 40 counties. In doing so, a UNICEF investment of around US\$800,000 has successfully leveraged approximately US\$112 million of government investment in school environment improvement projects, with the aim of covering 100 per cent WASH facilities to benefit over 500,000 schoolchildren. WASH in Schools was also fully integrated into the Chongqing Education Commission's educational action plan to achieve "Healthy Chongqing 2030".

To strengthen evidence and monitoring to further influence scale up, an impact study of WASH in 50 pilot schools commenced. The results will help substantiate the benefits of gender-sensitive and inclusive WASH in schools on student's health and nutrition status. To strengthen national capacities on monitoring the SDG-related WASH indicators, the MoE and UNICEF reviewed global core questions and indicators for monitoring WASH in Schools, resulting in the integration of the handwashing with soap indicators into the national EMIS.

WASH in the MoE is located in the Department of Physical, Health and Arts Education, which has limited resources and capacities. UNICEF continued to work with and support the committed WASH team in the MoE, including advocating for more investments by seeking a closer relationship with their Planning Department where budget decisions are made.

Since preliminary results of the WASH in Schools baseline study demonstrated good student health and nutrition outcomes (with rates of intestinal parasite infection of 1.2 per cent and anaemia of 1.8 per cent respectively), discussions were initiated on the need and modality or conducting an endline study.

With a national "Healthy School" standard being formally issued by the National Patriotic Health Campaign Committee Office, NHFPC and the MoE, the next priorities include the development of construction guidelines, revising national guidelines on sanitation, latrine construction and management in rural schools, and capacity development of MoE's Planning Department on school WASH design and development.

Chongqing's project experiences, best practices and lessons learnt are being documented, and information-sharing and exchange of experience with other project areas is planned in order to increase replication.

OUTPUT 5 Gender-sensitive life skills modules for in-school and out-of-school (OOS) adolescents developed and implementation package tested for adoption in relevant curricula.

Analytical statement of progress

As part of UNICEF's cooperation with the China Association for Science and Technology on programming for out-of-school adolescents, six gender-sensitive life skills modules were revised, on: 1) social emotional learning, 2) financial education, 3) life skills for girls, 4) self-management, 5) career guidance and development and 6) climate change. These modules are being scaled up in 27 CAST project counties in 13 pilot provinces.

To strengthen capacities and skills and enlarge the local talent pool, training was organized to orient 40 young talented teachers from 13 provinces on life skills education. In addition, a national level experience-exchange meeting was held to allow 50 experienced local teachers from 13 provinces to share views and obtain technical guidance from experts on life skills training. An app for adolescent girls aimed to serve as an interactive platform for adolescents to voice their opinions and to share their own stories, has approximately 2,000 users and is under modification.

As part of MoE's efforts to incorporate life skills modules into the vocational education curriculum, UNICEF supported the development of two life skills modules for both students and teachers, on 'self-awareness' and 'problem solving'. This was disseminated and piloted in five project counties, and feedback is being collected to revise existing modules and develop new ones.

These initiatives were complemented by advocacy on adolescent issues and showcasing China experience in life skills education and girl's education at international fora. UNICEF China's Future Plus Me online engagement campaign, a video on the History, Present and Future of UNICEF in China and an Awards Ceremony featuring Wang Yuan, a member of the popular Chinese youth band TFBOYS (which attracted over 700 million views on social media) all served to highlight issues relevant to adolescents.

Constraints encountered included ongoing delays in securing funding for the vocational education and 21st century life skills project, frequent change of focal points amongst government counterparts and the increased workload within their own duty areas. In response, extra efforts were made to train the new focal points, and UNICEF undertook project activities that were originally to be conducted by partners.

For out-of-school adolescents, activities in 2018 will focus on: 1) identifying digital formats and platforms to reach the most vulnerable children; 2) parent education and peer education, and; 3) revision of the current life skills modules.

For vocational schools, the focus in 2018 will be on: 1) the development of new modules; 2) exploring the use of digital platforms to share relevant teaching materials, and; 3) research on issues related to 21st century life skills.

OUTCOME 4 By 2020, children aged 0-6 years, particularly the most disadvantaged, have improved access to affordable quality early childhood care and development.

Analytical statement of progress

UNICEF continued to leverage Government commitment to promote ECD. The key partner in achieving this is the Ministry of Education through its work on increasing access to quality early childhood care and development and improving the quality of services.

The overall situation of girls and boys aged 0-6 years in accessing quality early childhood care and development services has improved. The gross enrolment ratio in pre-primary education for children ages 3-6 reached 77.4 per cent in 2016, up from 56.6 per cent in 2010; and the Government has set itself an ambitious national target of increasing access to quality ECD by 3-6 year olds to 85 per cent by 2020. The need to focus on quality and targeting the most disadvantaged will be critical to achieving this, as access in the more disadvantaged areas of Western China is much lower.

UNICEF supported work at upstream and downstream levels. Through its close partnership with MoE, guidelines, models and strategies have been developed and are being operationalised to improve equity and quality in policy and in practice. UNICEF contributed to the development of three national ECD guidelines for the 3-6 age group to improve access and quality. It has also supported pilot projects in 332 ECD centres to demonstrate how quality ECD services can be designed and delivered to cater to the needs of 3-6 year old rural, migrant, urban poor and ethnic minority children. These projects were initiated with comprehensive baselines to enable ongoing monitoring. They will be finally evaluated in early 2019 to provide evidence to inform policy advocacy, and, in cases where models have proven to be effective, adopted by the MoE for further scale up.

The Government continued to invest heavily in training ECD teachers, however, this has not yet resulted in improved quality. To address this, UNICEF continued to support the MoE develop high quality teacher training models and strategies for ECD to be used in their national training.

With compelling evidence on how the earliest years of a child's life are critical to cognitive and overall development, UNICEF worked closely with the MoE to shift more attention to the 0-3 age group. Important work is underway on developing Early Learning Development Guidelines (ELDGs) for this age group. Combined with UNICEF's two integrated community-based ECD 0-3 pilot models in 146 centres (one IECD model led by NHFPC and the other model focusing on early stimulation/education and parental education supported by the All-China Women's Federation), the ELDGs helped push the integrated 0-3 ECD agenda forward. This is being further complemented with 20 newly-established Integrated Child Friendly Development Centres, operating out of Child-Friendly Spaces.

Advocacy and policy engagement on ECD, including at the 19th Party Congress, supported this work. Overall advocacy on ECD for the 0-6-year age group was driven by twin objectives of raising awareness amongst the public and policy-makers, and promoting scientific child-rearing knowledge and skills among parents and caregivers.

A number of other actions also contributed to raising the profile of ECD. These included social media campaigns, the broadcast of Parenting Knowledge Mini-Talks with over 800,000 subscribers and 2.2 million views; successful media campaigns during the annual ECD advocacy month in May/June; presentations on UNICEF-supported ECD projects at 11 prominent global and national conferences, and; sharing China's experiences at a side event to the UN General Assembly.

Strengthening the quality of ECD services and changing attitudes on what this means is a key constraint, since teachers are not trained in developmentally-appropriate ECD strategies. In addition, many parents still believe children in ECD centres should only be learning how to read. UNICEF's advocacy campaigns, together with pilot models and strategies, aim to address these constraints and influence national policies and guidelines. The gap in parental knowledge and awareness of the importance of ECD is also an issue the pilots aim to address, through the provision of information and services.

Work will continue in 2018 to support the development of national guidelines and pilots to

improve the quality of ECD services. This will be complemented by ongoing advocacy to change attitudes and raise awareness on a more holistic understanding of ECD.

OUTPUT 1 National guidelines for ECD 0-3 and 3-6 years developed and tested to inform nationwide adoption and implementation by Government.

Analytical statement of progress

To improve the supply of and access to quality ECD services for the 3-6 age group, UNICEF, as MoE's key technical partner, continued to support the development of three national guidelines: kindergarten quality assessment guidelines, national early childhood education (ECE) programme supervision guidelines, and teachers' professional competency assessment tools. Underpinning this were continued efforts to ensure that these guidelines are informed by proven international research and expertise.

The first comprehensive national assessment tools for ECE teachers' professional competency was developed, validated and submitted to MoE. This included 13 assessment tests to assess ECE teachers' professional competencies in the domain of child observation, child care and teaching.

The first ever national ECE programme supervision guidelines have been issued by MoE with UNICEF support, with supervision tools now under development. Progress is also ongoing on drafting the kindergarten quality assessment guidelines, with consultations and regular workshops having already taken place. For the 0-3 age group, UNICEF continued to support MoE on working with a cross-sectoral team on developing ELDGs.

With Government's commitment to universalise ECE and the heavy administrative issues that accompany this, together with the time-consuming nature of developing quality guidelines and the identification of suitable international experts, delays have been experienced in planning the validation of the 0-3 ELDGs. Fortunately, with the support of the UNICEF Regional Office and Global ECD teams, suitable experts were identified and are providing technical advice to MoE.

Building on work initiated in 2017, efforts will continue to support and finalise the development of kindergarten quality assessment guidelines and the 0-3 Early Learning Development Guidelines.

OUTPUT 2 Models and strategies developed and piloted to promote quality ECD services for 3-6 years, with a focus on disadvantaged groups.

Analytical statement of progress

A key area of focus in promoting equity and quality of ECD services for children aged 3-6 years has been on improving early childhood education in rural areas. This has entailed devising and operationalizing teacher training strategies and materials to improve the quality of services provided, while implementing pilots that specifically target the needs of the most vulnerable –migrant children, urban poor and ethnic minority children.

A national ECD expert team provided technical support to provincial and county level experts in five disadvantaged counties, serving 291 pilot Child-Friendly Kindergartens. Through on-site support and workshops, approximately 2,300 ECD teachers have improved skills and knowledge to provide quality ECE, which benefits 56,118 children. A mid-term review has shown improvements in teacher capacities, child-teacher relationships and age-appropriateness of materials as a result of these efforts.

Two new pilot projects were initiated in Guizhou province, one covering 16 ECD centres to address the specific needs of migrant children and urban poor children and the other covering 100 ECD centres for ethnic minority children. After several rounds of discussions, project strategies for both projects have been determined, and will be supported by a national ECD expert team established to ensure regular technical support.

Across rural China, the quality of kindergarten services are constrained due to poor infrastructure and inadequate professional competencies of rural teachers, who have limited understanding of developmentally-appropriate teaching methods. There is a long way to go to improve kindergarten quality and build up local capacity in these areas. More training of local teacher teams is required and the strategy moving ahead will be to focus on one or two key kindergartens and develop them as 'model kindergartens' for others to learn from.

For the rural teacher training programme, a final evaluation will be carried out in 2018 to determine the key lessons learned and inform planning on possible replication and scale up.

OUTPUT 3 Models and strategies of community-based integrated ECD 0-3 years for disadvantaged children, including children affected by HIV, piloted and assessed to inform scale-up at national level.

Analytical statement of progress

Strong progress was achieved in delivering ECD services for children aged 0–3 years through a community-based programme in Hunan, Hubei, Hebei, Shanxi, Guizhou and Xinjiang provinces. Across these programmes, 146 centres offered centre-based services to 13,427 children, home-based services through 19,933 home visits that reached more than 9,841 families, and outreach services through 510 outreach visits reaching more than 5,000 children and their parents/caregivers with knowledge-building sessions and practical support for games and reading activities.

The project emphasized giving scientific early childhood development (SECD) knowledge to volunteers and caregivers. The SECD training toolkit was designed to support training for parents/caregivers, ECD staff and anyone directly engaged with young children and families. Topics include early brain development, nurturing care, positive guidance, play, language and literacy with a focus on children aged 0–6 years. International experts introduced the toolkits through training workshops to 60 national, provincial and county level technical officials and project management personnel, who learnt how to design developmentally appropriate games and activities. Following this national workshop, six provincial trainings were conducted. At the end of each provincial training, 20 caregivers were invited to support volunteers to practice a real-time parental class on positive guidance and nurturing care. Pre-and- post training questionnaires were used to measure effectiveness.

Further efforts were invested in integrating services, with county-level health and nutrition experts providing child-rearing, nutrition and child protection related information to caregivers and community members. Parental involvement and engagement were also solicited and ACWF provided on-site technical support for early stimulation services in all 146 sites through its provincial expert team that conducted 54 visits in 130 villages and communities.

Twenty pilot Integrated Child Friendly Development Centres were set up within UNICEF supported Child-Friendly Spaces, providing services to 4,552 children between 0-6 and 5,782 caregivers.

While there is potential and willingness to scale up this model nationwide, the shortage of ECD workers and technical capacity— especially in poorer western provinces - combined with a lack of funding are constraints. Nationally, there is limited expertise available to

address the ECD needs of the 0-3 age group. For example, community management personnel and ECD staff do not have sufficient knowledge and experience of ECD organization and management, and parents' level of knowledge do not meet children's developmental needs. Technical support to government and fundraising to support further scale up will be prioritised in 2018.

Efforts will continue to build skills and capacities of caregivers and parents on ECD. An end of project review will be conducted, so that programme experiences are documented and used to inform further scale up. The SECD tools kits will be distributed widely. Discussions are also underway with ACWF on plans for replication in 2018, as well as building the technical capacity of expert teams in 10 provinces.

OUTCOME 5 By 2020, girls and boys in China, especially the most disadvantaged, increasingly benefit from an equitable and integrated child protection system, including in humanitarian situations.

Analytical statement of progress

UNICEF continued to support the Government in building an integrated child protection system, with a focus on policy and legislative reform, capacity development of social workers and the judiciary, piloting service models and strengthening the evidence-base to inform programming.

Keeping the strong momentum from the issuance of major overarching policies in 2016, development commenced of a number of important policies, with UNICEF providing technical inputs to highlight a child-rights perspective. These included the Child Welfare Regulation, the Law on Assistance to Criminal Victims, the Law on Community Correction and the Regulation of Child Online Protection.

An emphasis was also placed on implementing key policies that had been issued in 2016, such as the Guideline on the Protection of Left-Behind Children and the Opinions on Strengthening Protection for Vulnerable Children. The Ministry of Civil Affairs (MCA), in collaboration with eight ministries and judicial sectors and their respective local departments, implemented the national Plan of Action on care and protection of children left behind. This resulted in 680,000 children across the country benefiting from improved parenting and/or placement in temporary or longer term care in child protection centres or child welfare homes; 11,821 children who had dropped out returning to school; and 125,377 children having their hukou registered by August 2017. These results were facilitated by the increased responsibility of village leaders – derived from the two policies – to report cases of child neglect and abuse, monitoring the situation of children left-behind, informing the Public Security Bureau of children without hukou registration, and referring children who dropped out to Education Bureaus. The six UNICEF-supported MCA pilots aiming to strengthen capacity of child protection centres also contributed to implementation, and UNICEF participated in expert missions to selected sites to assess the implementation of the policies and Action Plans and provide recommendations.

With the contribution of the policy papers and evidence on the important role of social workers generated by the joint efforts of MCA's Social Work Department and UNICEF, the Department successfully advocated with the Ministry of Human Resources and Social Security for the inclusion of social work in its "Announcement on the List of National Professional Qualifications" which was approved by the State Council. This demonstrates the recognition by the Government of the importance of social work, and could lead to increased funding allocation to the building-up and professionalization of the social work workforce, as well as creating an incentive for universities to offer social work courses.

In 2017, UNICEF moved into a new area of work, child online protection. UNICEF and Tencent started building a strategic partnership to promote child rights and protection online, which will include research and public advocacy, industry coalition building and engagement, and communication and raising public awareness. It also includes providing technical assistance to integrate a child rights perspective into Tencent's and other ICT companies' policies, processes, and develop practical tools on child online safety.

A major achievement was the co-hosting with the Youth League of China of a first-ever high-level event on child online protection at the fourth World Internet Conference in Wuzhen. At the conference, the UNICEF Deputy Executive Director provided opening remarks and the Special Representative of the UN Secretary-General on Violence against Children gave a presentation on the legal framework related to online protection of children. The forum generated key action points for different stakeholders, including the legislative and administrative authorities, the judiciary, parents, guardians and educators, and civil society, to pay increased attention in protecting children from potential risks online.

With these policy changes and new initiatives, including a focus on implementation of recent policies, further steps were taken towards building an integrated child protection system.

Despite progress made, sub-national child welfare and protection policy makers and practitioners face numerous challenges in implementing policies and providing services, such as:

- Inadequate number and qualifications of staff to provide preventative and follow-up services to vulnerable children and their families;
- Limited multisectoral cooperation in responding to the immediate needs of vulnerable children and high risk cases;
- No mainstreaming of child protection into the administration of government sectors, affecting the establishment of mandatory reporting mechanisms and response to high risk child protection cases;
- Child welfare services remain focused on the provision of financial assistance, while cases of child abuse are not seen as a primary concern.

UNICEF will continue to support MCA in addressing these bottlenecks to implement the policies at sub-national level.

With, UNICEF will support new models to address the significant human resources gaps at sub-national level. This will include piloting social work for children in rural areas, and exploring support to established social work organisations in eastern China to extend services to central and western China and mentor less-developed social work organizations. Additionally, UNICEF will continue to support the development of policies currently in the pipeline, strengthen data collection and analysis through the pilot Violence against Children Survey, and help further develop the MCA national database on vulnerable children and children left-behind. Child online protection work will include undertaking a situation analysis on children and the internet, coalition building of stakeholders, publishing a parents' guide, and finalisation and dissemination of study on global policies and regulations as well as the existing laws and regulations in China to inform policy development and regulations.

OUTPUT 1 Enhanced capacity of national and subnational government counterparts to draft, review and revise gender-sensitive child protection and welfare related laws and policies in line with international standards.

Analytical statement of progress

During the year, UNICEF continued to help strengthen the legislative and policy environment in relation to child protection in China.

- Following UNICEF's advocacy, MCA re-activated the drafting of *the Child Welfare Act*. It established a multi-disciplinary expert team, which is reviewing sub-national policies, conducting field visits to learn from local implementation of policies and seeking advice through national workshops. UNICEF participated in some of the expert team's field visits and workshops, and provided technical expertise and recommendations;
- As part of technical support to the NPC for drafting the *Law on Assistance to Criminal Victims* and the *Law on Community Correction*, UNICEF organised a study visit to Australia and New Zealand for some of its delegates, along with others from the Supreme People's Court (SPC) and the Supreme People's Procuratorate to further inform these policy developments from a child rights and protection perspective;
- Through partnership building, industry engagement, knowledge-sharing and research, UNICEF established a dialogue with the Cyberspace Administration of China to influence the drafting of *the Regulation of Child Online Protection*, emphasising the need for a child-rights perspective and inclusion of issues like child online sexual abuse;
- UNICEF contributed to the development and issuance of *the Guiding Opinion on Promoting the Role of Professional Social Work on the Care and Protection of Rural Left-behind Children* through policy consultations and sharing lessons learnt from the joint MCA/Social Work Department-UNICEF pilot. This included recruiting senior social work experts as project supervisors to provide quality services, since MCA lacks this capacity.

Apart from efforts to inform legislative development, UNICEF also promoted more effective implementation of child protection laws such as the *Criminal Procedure Law*, including through supporting an assessment study of the implementation of its juvenile chapter.

Two upcoming laws - *The Law on Assistance to Criminal Victims* and *the Law on Community Correction* - are not child specific legislations, and may not pay enough attention to child victims and juvenile offenders. The draft *Regulation of Child Online Protection* lacks a child-rights perspective with key issues like child online sexual abuse not sufficiently addressed. UNICEF will continue to advocate with and provide technical assistance to partners to highlight the child-rights perspective and child protection components to ensure that the new laws and regulations are child-friendly and in compliance with international standards.

UNICEF will continue to work with partners on drafting relevant policies, such as *the Child Welfare Act* (first draft expected early 2018), *the Regulation on Child Online Protection*, *the Law on Protection of Minors* and *the Law on Prevention of Juvenile Delinquency* among others. UNICEF will use the drafting process to continue to advocate for a child-rights focus, including through learning from other countries by supporting study visits, sharing of documented good practices and expert consultations.

OUTPUT 2 Enhanced capacity of government institutions at national and subnational level to provide equitable, quality and coordinated child protection and welfare services, including child-friendly justice, to girls and boys and their families.

Analytical statement of progress

UNICEF continued to provide technical support to the development of a skilled justice and social work workforce to ensure availability of quality services, particularly for the most marginalised children, through a variety of actions, including:

- Provided child protection services through the IECD project in 80 villages in two provinces. Its assessment showed that because of social workers' intervention and support to families, the prevalence of violent discipline of children aged 0-3 years reduced from 39.1 per cent to 32.9 per cent, while in the control area the prevalence increased by 0.7 per cent;
- Based on the IECD model, MCA pilots were supported through training of social workers and technical guidance in three provinces to explore alternate approaches of social work support to marginalised children in rural areas where professionals and resources are scarce. The aim is to develop standards and policies on social work for children, including an opinion on social work service for children;
- Supported SPC pilots, including through training of judges, demonstrated concrete results in establishing effective models to prevent and address child sexual abuse and crimes against children left-behind, and inspired more courts to follow suit;
- Supported MCA pilots in six provinces to strengthen capacity of child protection centres to implement the State Council's *Guideline on the Protection of Left-Behind Children* and its *Opinions on Strengthening Protection of Vulnerable Children*. The six centres have established an intersectoral coordination mechanism, a database of children left-behind and vulnerable children at village level, a reporting network in communities, and helped social organisations undertake assessments of vulnerable children and provide services to children and their families.

UNICEF's support to the development of the social work workforce, combined with technical policy advice also contributed to the development of *the Joint Guiding Opinion on Supporting Professional Social Work in Poverty Alleviation* (led by MCA) and the *Opinion on Government Purchasing Social Work Service for Teenagers and Youth* (led by the Central Youth League).

The unbalanced development of social work and other services between eastern and western areas of the country remains a challenge, and as such, UNICEF continued to support piloting social work approaches in those areas. Specialization in child justice, whilst relatively new, has been affected by the "streamlining" in the justice sector, in both the procuratorate and court system. More advocacy efforts, preferably from high levels of UNICEF, are needed to cultivate political will from justice partners to prioritize justice for children in their services, and to improve quality of services.

UNICEF will continue to strengthen the capacity of child protection centres and community-based workers (such as village leaders), and link this with work on strengthening the social work workforce, with a particular focus on child protection risk assessment, family counselling and case management. UNICEF will also continue to work with the China Academy of Science to develop training modules on psychosocial support and with China Children's Development Centre on sports for development. Both of these can be used by social work organisations to provide support to vulnerable children, including those who are left-behind.

OUTPUT 3 Increased capacity of government in selected areas to collect, compile, analyse and utilize sex- and other disaggregated child protection data for planning, policy, programme and budgetary action.

Analytical statement of progress

UNICEF continued to technically and financially support the China Centres for Disease Control and Prevention (China CDC) to conduct a pilot violence against children study (VACS) in Zhejiang province, as the first step towards a national study that could generate authoritative national level data on violence against children. Despite the good progress

made in 2016, much more preparation work than expected was needed in 2017 in order to ensure the pilot meets international standards.

The key progress achieved for the pilot violence against children study included:

- Adaptation of the questionnaire to the Chinese context with support from national and international experts, while keeping the core questions for generating internationally comparable data;
- Testing and finalisation of the questionnaire and installation on electronic notepads;
- Submission and approval of the ethical review application respectively to China CDC's research ethical review board and Zhejiang provincial research ethical review board;
- Identification of enumerators, who are mainly county-level staff of CDC;
- Finalisation of sampling frame;
- Mapping of available referral services, and identification of China Academy of Science to provide psychological support when needed.

As this is the first ever household-based violence against children study in China, the process of getting all the components right is both time-consuming and necessary to ensure that this pilot can inform a national survey, while meeting international standards. The international expert recruited has provided extensive support in this regard. As there is no leading ministry with a mandate for child protection, and China CDC is a technical agency, it lacks administrative authority to coordinate with local government. China CDC therefore had to make extra efforts to mobilise local CDCs and government to implement the survey.

In addition, UNICEF provided technical input into the establishment and use of MCA's national database on children left-behind by migration in rural areas and vulnerable children. Provincial Civil Affairs Bureaus processed the input of data in October-November. The objective is to use this to better target services, as well as contribute to setting up a child protection information management system.

UNICEF worked closely with Tencent and other stakeholders and potential research partners to plan a situation analysis on how children are using the internet in China. This will include risks that children encounter on the internet as well as the opportunities the internet offers to children. It will be used to inform policy development and industry practice on child rights and child protection online.

UNICEF and China CDC will continue to work on having the pilot VACS meet international standards and be able to be used for a national survey, by providing national and international expert support. The plan is to conduct the survey in the first half of 2018. Furthermore, UNICEF will support MCA in expanding the function of the database and will identify a research partner to conduct the situation analysis of children's use of the internet.

OUTCOME 6 By 2020, girls and boys in China, especially the most disadvantaged, increasingly benefit from a supportive community environment that protects children from violence, abuse, exploitation and neglect and promotes their welfare.

Analytical statement of progress

UNICEF continued to support the Government to strengthen a more enabling and protective environment for children at the community level through the expansion in coverage of three community-based models in targeted areas. The models helped identify highly vulnerable children and their families, and facilitated their referral to social assistance and basic social and protection services; with the aim of creating family and community environments that

protect children from violence, abuse, exploitation and neglect. These models have provided government with three approaches to consider for scale up and informed policy discussions on the village level component of the national child protection system.

- UNICEF technically and financially supported MCA and ACWF test and improve a multi-sectoral community based child protection model. This model was expanded from 50 to in 65 villages in six selected counties in Yunnan, Guangxi and Guizhou provinces. It aims to establish multisectoral committees that function as coordination and response mechanisms for child protection and strengthen the capacity of service providers to deliver high quality child protection and welfare services.
- The successful experience of Child-Friendly Spaces following the 2008 Sichuan earthquake led to the inclusion of a goal in China's NPA to establish by 2020, 'Children's Places' – which mimic the spaces – in 90 per cent of all urban and rural communities. These will provide recreation, non-formal education, psychosocial support and referral services to children and their families. Building on the establishment of two provincial-level Technical Support Hubs (TSHs) in Sichuan and Guangxi in 2016, UNICEF supported NWCCW establish three additional Hubs in Chongqing, Hunan and Shaanxi, to provide quality assurance, monitoring and capacity development of the Child-Friendly Spaces and their staff. The NWCCW is also collaborating with ministries and mass organisations (National Development and Reform Commission, Ministry of Housing and Rural-Urban Development, Central Youth League, China Association of Science and Technology) to draft Basic Standards, which reflect commitment of these entities to the scale up of Child-Friendly Spaces.
- Building on the positive results of the MCA-led Barefoot Social Worker (BFSW) model supported by UNICEF in the 2010-2015 programme cycle to help children access basic child welfare services, technically and financially support continued to be provided to the model in 120 villages and similar support initiated to an additional 80 villages. Simultaneously, UNICEF provided technical support to the national scale-up (currently expanded to 100,000 villages/communities) and continued to advocate for further expansion. The scale up is funded by Government, as well as domestic and international foundations. The BFSWs bridge the gap between children and their families and the County Bureau of Civil Affairs and the various agencies providing services to children, including through providing assistance with *hukou* registration, access to social assistance (*dibao*, medical and educational subsidies) and vocational training opportunities.

Taken together, these models provide a strong foundation for the Government's efforts to build a child protection system that is effective and responsive to the needs of children and their families, particularly the most disadvantaged children in remote rural areas. The model have demonstrated the key elements needed for a holistic approach, including the importance of social work, child and family welfare services, referral and coordination mechanisms, and cross-sectoral collaboration and responses. These involve, among others, NWCCW, MCA, Ministry of Education, National Health and Family Planning Commission, Ministry of Public Security, Supreme People's Court and Procuratorate and ACWF. The models and experiences are being documented to increase awareness on the need for child and family protection and welfare services among national and local authorities and policy makers and leveraging ownership and resources locally.

To complement this, new positive parenting interventions are gaining traction and have been introduced to help influence positive social norms and behaviour change towards non-violent discipline of children.

Significant gaps not only in financial and human resource capacity, but also in the quality of

services, continued to impact the response to cases, especially at the community level. Integrated case management will remain a major area of support in the coming years, to improve the referral pathways from the community level to statutory services provided by professionals, including investment in improvement of the quality, capacity and coverage of these services. UNICEF will also continue to advocate for increasing national and local funding for a full package of community-based child protection services, particularly for the inclusion of child protection services and financial support from the national level for these services in the National Basic Public Services List.

UNICEF will continue to work with government to support the piloting and scaling up of the community-based child protection models, including:

- Further working towards standardisation across the models and during their scale up, with regard to training (on-line and off-line), functions and competencies of community-based workers, minimum standards and case management;
- Integrating the three community-based models with statutory services provided by government so cases identified at community level can be referred to professionals if and when required;
- Costing the three different models;
- Advocating for quality scale up and financial support from national level for poor provinces;
- Increasing the awareness, capacities and commitment of caregivers and communities to use non-violent discipline through social norm and behaviour change activities.

OUTPUT 1 Increased awareness, capacities and commitment of families, communities and government in demonstration areas to address violence against girls and boys, including in humanitarian situations.

Analytical statement of progress

UNICEF committed to financially and technically support the testing of two positive parenting programme models. These aim to increase awareness and capacities of parents, caregivers and the community to understand that violent discipline is detrimental to a child's healthy development and to change behaviour towards non-violent discipline.

In collaboration with NWCCW, one programme is being trialled in 120 sites through Child-Friendly Spaces in four provinces. Key foundational work achieved this year towards this included:

- A baseline survey completed in selected communities to assess the current incidence of violent discipline, the psychosocial wellbeing of children and caregivers and the current situation of family parenting concepts and behaviours. Findings show that the incidence of violent discipline ranges from:
 - i. 65 per cent-90 per cent as reported by children aged 7-18;
 - ii. 28 per cent-93 per cent as reported by caregivers of children aged 7-18;
 - iii. 31 per cent-87 per cent as reported by caregivers of children aged 0-6.
- A national expert team established, which will provide technical assistance to the design and implementation of the positive parenting programme;
- A 'trial' package of parenting activities tested in the 120 sites to inform the design of the full package.

In collaboration with ACWF, the second programme will be tested in 65 sites, and administered through a multisectoral community-based child protection mechanism in three provinces. Work achieved towards this included:

- Community campaigns on positive parenting conducted in the 65 sites;
- A positive parenting training manual drafted for training of trainers. The manual contains a framework with five interrelated protective factors: parental resilience, parenting and child development knowledge, socio-emotional competencies of children, social connection, and concrete support. The likelihood of child abuse and neglect occurring is reduced when these protective factors are built in families, according to empirical evidence. The manual includes five modules with a total of 10 sessions;
- The draft manual shared for consultation with experts and Women's Federations in the project provinces.

A UNICEF mapping of positive parenting programmes in China found that most were commercial trainings for middle class parents in cities, with only a few targeting parents in vulnerable and high risk situations, with a child protection perspective. The different social contexts between provinces where the pilot is to be tested is another factor. Having to start mostly from scratch and relying on international best practice as well as ensuring the framework of the programme was adequately contextualized took additional time. With training materials drafted, the testing and roll out will start in 2018.

Regarding the first model positive parenting programme, the 'trial' package will be expanded, using feedback from the trial runs and the full package will subsequently be rolled out to the 120 sites. For the second model, a Knowledge, Attitudes and Practice survey will be conducted and process indicators will be developed for local women's cadres to use for monitoring the progress of change. Following the survey, the training of trainers will be rolled out. UNICEF will work closely with ACWF and local experts to ensure the implementation of the roll out takes into account the local context.

OUTPUT 2 Increased coverage and quality of equitable community-based child protection and welfare services particularly for the most disadvantaged, including those affected by disability, HIV/AIDS and migration.

Analytical statement of progress

With UNICEF's financial and technical support, the coverage and quality of three community-based models continued to expand and improve:

- Through five model provincial TSHs, 124 Child-Friendly Spaces received technical support to improve their services to children and their families. UNICEF continued to support the development of a CFS training course for an online learning and information exchange platform, which was established in 2016 in collaboration with MCA's Social Work Department. This will provide remote technical support, capacity building and networking opportunities to para-social workers nationwide to improve their services and support, and help Child-Friendly Spaces staff and community workers develop social work skills in a more systematic and cost-effective way.
- UNICEF continued to support BSWFs in 200 villages. The BSWF model has inspired the design and implementation of similar models in approximately 500 villages in four provinces, funded by national and international foundations. UNICEF provided technical support (training, technical supervision) to these 500 villages, in collaboration with Beijing Normal University. Since the issuance of the policy on the protection of vulnerable children, an additional 100,000 villages/communities have

introduced “Child Directors” – mirroring BFSW – whose role is to link vulnerable children with appropriate social assistance.

- In six counties where a multisectoral model is piloted, committees have been established under the leadership of the Vice-County Governor, illustrating the high-level commitment of county-level authorities. A notable development linked to this is the approval of the “Regulation on Promoting Family Education for Minors” by the Guizhou People’s Congress. This regulation was approved based on the UNICEF-supported multisectoral community-based child protection model, and will help strengthen implementation.

Additionally, UNICEF worked with the China National Committee for the Care of Children to advocate for social protection for children by training and supporting child reporters, and organizing national and provincial summer camps for vulnerable children. Around 500 children were trained on child rights, protection and welfare, with over 100 of them active in advocating for child welfare. The reports on the summer camps, including those by child reporters, reached about 100 million people.

Change of key personnel in the local WCCW office and Women’s Federation slowed down the operation of the TSHs. UNICEF worked with NWCCW and ACWF to jointly assist new key staff, train newly elected Women’s Federation chairs to address their lack of knowledge of the model and UNICEF financial procedures. Finally, while the policy on the protection of vulnerable children requests all villages/communities to have “child directors”, the central Government does not provide funds, which affects the scale up of the BFSW model and requires further advocacy.

Work will continue with ACWF, MCA and NWCCW at national and provincial levels to ensure the quality and scale up of models. UNICEF will explore with MCA developing county-level technical capacity to support BFSWs rather than rely on national experts only. UNICEF will also work with ACWF and MCA to advocate with local governments to increase their budget allocation at the community level. Finally, UNICEF will support NWCCW to further strengthen the role of the TSHs.

OUTCOME 7 By 2020, girls and boys, particularly the most disadvantaged and excluded, benefit from more equitable and inclusive poverty reduction and social protection systems, policies and programmes.

Analytical statement of progress

Activities to raise awareness of child poverty during the year led to increased demand for analytical tools which can be used to improve programmes and expanded opportunities for dialogue on child poverty measurement and policy. New opportunities to use research to fill evidence gaps on child poverty levels, patterns and trends also emerged.

Studies to develop the multidimensional poverty measurement indicators and to assess Basic Public Services (BPS) entitlements for poor children and their families were completed. These are intended to support Government counterparts to understand the multiple deprivations that children and their families face and highlight the large numbers of poor children missed using current criteria for eligibility for minimum living assistance, and reveal the gap between need and access to appropriate services. This research will also support Government partners to develop new criteria to identify multi-dimensionally poor households and link cash with services, potentially contributing to increased and more effective coverage of poverty reduction and social protection programmes for children living in multidimensional poverty.

National meetings helped raise awareness and push forward the multidimensional child poverty measurement debate, with the aim of informing and influencing child poverty initiatives in China's national poverty alleviation programme. These meetings allowed UNICEF to expand the policy dialogue on child poverty to include think tanks as well as Government partners. They also fostered sharing of evidence on child poverty, identification of knowledge gaps and new partnerships, laid the ground for future policy dialogue about national child poverty measurement, and supported the continued evolution of child-sensitive and integrated social protection.

Pilot work with social work organizations in Lanzhou and Beijing initiated in 2017 will help to build awareness of urban child poverty. Two local social work organisations worked with academic partners to pilot multiple and overlapping child poverty analysis in the context of Ministry of Civil Affairs' policy to out-source services to third parties to link the poorest households with cash plus services in urban communities. The findings will be used to better identify households with children, their needs and to support outreach workers to link families with appropriate support.

Research into the impact of the conditional cash transfers on the uptake of maternal and child health services was completed. Findings on coverage and conditionalities were used to identify possible improvements in implementation, now in discussion with project implementing partners. The findings will also help build the evidence base for UNICEF to advocate for expanded investment in cash transfers for children.

China measures poverty in terms of household income and consumption measures. The limitation of official data sets and lack of access to data remained a constraint, and efforts continued to raise awareness through better evidence of levels, trends and patterns of multi-dimensional child poverty nationally. The current policy alleviation programme does not adequately prioritise children and the national plan for children does not integrate poverty well. UNICEF China documented and shared examples of how to use community child-focused projects in poverty alleviation and identified new research partnerships that will continue to drive UNICEF's advocacy on child poverty.

During the 19th Chinese Communist Party Congress, children were highlighted as a vulnerable group in the post-2020 poverty policy. In 2018, priority will be given to promote cross-fertilisation of UNICEF-supported work with three key government partners – the International Poverty Reduction Centre for China, the National Working Commission on Women and Children and the Ministry of Civil Affairs. The aim will be to develop shared understanding and tools for child poverty measurement that can be used for poverty reduction, social protection and national implementation of the National Programme of Action for Children.

OUTPUT 1 Strengthened capacity of Government partners to identify, recognize and measure child poverty and use evidence to design, implement, monitor and resource relevant plans.

Analytical statement of progress

A literature review on the socio-emotional deprivations of children living without reliable, loving and stable care in rural areas of China was completed. It was used to develop indicators which can capture this dimension of poverty, which is particularly important for 40.5 million children classified as 'left behind' in rural areas. Findings will also inform the development of child poverty analysis tools and training to be piloted in Hubei Province in 2018.

In October, the Global Poverty Reduction and Development Forum, with the theme

“Targeted Poverty Alleviation and the 2030 Sustainable Development Agenda”, was hosted by China’s State Council Leading Group Office of Poverty Alleviation and Development in cooperation with the United Nations for the International Day for the Eradication of Poverty. Child poverty received global profile, with speakers from Mexico, Philippines and South Africa highlighting this issue at the Forum.

UNICEF co-hosted a parallel session on child poverty, bringing together officials from governments, business, civil society and scholars to discuss the characteristics of child poverty and the importance of national child poverty measurements. As a result, a senior official from the National Working Commission on Children and Women agreed to advise UNICEF and the International Poverty Reduction Centre for China on developing child poverty analysis tools to support the implementation of national poverty alleviation and children’s programmes.

Other activities which built partnerships and raised awareness of child poverty measurement and alleviation included attendance at international meetings and joint monitoring visits to child poverty pilots in Hubei Province. In addition, communication materials were developed to raise awareness on child poverty, and closed-door policy discussions held with researchers.

The capacity of Government partners remained limited. The separation of ministry mandates and a policy environment in which measures of household monetary poverty guide planning and programmes are barriers to integrated and multi-dimensional responses. Government-level responsibility for child poverty alleviation is split across two functional lines, neither of which has a specific mandate (nor the capacity) to address child poverty. Officials, especially at local level, implement poverty alleviation programmes to generate income and develop industries. The National Working Commission on Children and sectoral ministries have a mandate to support all children, without specific priority on the poorest nor mechanisms to address their needs. Actions taken included increased participation by NWCCW in child poverty meetings hosted by other government ministries.

OUTPUT 2 Strengthened capacity of Government partners to address child poverty and reach the most disadvantaged children through enhanced and new social protection strategies.

Analytical statement of progress

Research undertaken in collaboration with the MCA using the Multidimensional Poverty Indicator tool to develop a new set of child-sensitive indicators was completed. This will be used to expand the eligibility criteria for minimum living standard cash transfers. The findings were shared in an expert consultation meeting, which build support for adoption of the approach. If new criteria for eligibility based on the Multidimensional Poverty Indicator is adopted, *dibao* system will be better able to address non-income dimensions of household poverty and the specific deprivations experienced by children.

Operational research is underway in Lanzhou and Beijing to assess the monetary and non-monetary needs of poor children and build the capacity of Social Work Organizations contracted by MCA to support vulnerable families. The pilot process and research findings have been used to build awareness of multi-dimensional child poverty, especially in urban settings. This has increased capacity to identify the poorest children and also determined local barriers and constraints to effectively responding to their needs.

UNICEF supported the biennial National Social Assistance Forum, a platform to advocate for child-sensitive and integrated social protection. It increased understanding amongst around 150 academics and practitioners on the potential of a ‘cash plus services’ model of social

protection to address child poverty. A small network of researchers and advocates for child grants were identified, expanding partnerships.

The conditional cash transfers (CCT) pilot within the integrated maternal child health programme continued to enrol beneficiaries, with almost 4,000 pregnant and new mothers enrolled in counties with poor health outcomes. Quantitative and qualitative studies were conducted to learn who is being reached and how effective implementation is. The findings of the studies increased understanding of which women are still excluded from the pilot and led to discussions on the level and nature of conditionalities and the fund transfer mechanisms. Proposals were made to adjust the implementation, now being reviewed by project implementing partners. The findings will also be used to develop UNICEF's advocacy for sustainable and scaled CCTs.

Financial sustainability of the CCT project in pilot counties is a constraint, since national policy on fiscal transfers limits the availability of local provincial or county government counterpart funding. UNICEF stepped up evidence gathering on the impact and value for money, in order to build a stronger advocacy case.

The next step for research on child-sensitive multi-dimensional indicators for *dibao* identification criteria is to develop a tool for local MCA and social work organization staff to identify the poor and link them with services. This, combined with renewed requests from MCA staff to learn more about child grant programmes, could open the door to radical reform for the current means-tested social assistance system. The UNICEF China Social Policy and Child Protection teams, along with the UNICEF Office of Research in Innocenti, Italy, will jointly work closely with child protection section and Innocenti to promote 'cash plus services' approaches to social protection. Research on CCTs will focus on project effectiveness and efficiency, the development of guidelines for scale up, and on costing and financing for sustainability.

OUTCOME 8 By 2020, girls and boys, particularly the most disadvantaged and excluded, have increased access and utilization of effective, efficient and equitable essential social services.

Analytical statement of progress

UNICEF worked with the National Development and Reform Commission (NDRC), the Ministry of Finance (MoF) and academic partners to build the knowledge base on identifying potential reforms to increase access to services (in health and education) and recommend additional services for children to ensure their optimal development. This was used to engage partners on the policies, finance and governance measures needed to address bottlenecks and increase the equitable access to essential social services for all children.

At the invitation of NDRC, UNICEF contributed inputs to background papers on social mobility in the run up to the 19th Chinese Communist Party Congress. As a result, recommendations for services to promote 'cognitive capital' were incorporated into the official "19th CPC Congress Report (CPC Cadre Learning Material)". For example, the report noted equity gaps in health (development) and nutrition status of left-behind and rural children as an underlying factor for delayed development. UNICEF also supported research and consultations on identifying what are the essential BPS for families and children. This contributed to additional and newly adopted services being included in the State Council's 13th National Five Year Plan for Basic Public Services, such as services for children left-behind, a cash grant for children living in distress, and consolidated health insurance for rural and urban residents.

During the year, China launched fiscal reforms which include tightening effectiveness and efficiency controls. In response, UNICEF worked with partners to highlight the implications for children of these reforms. The move to further decentralise fiscal management has meant a reduction in the number of vertical programmes funded through centrally-earmarked fiscal transfers. Programmes affected by these reforms include social protection, medical care, maternal and child health, nutrition, immunization (the EPI schedule), and sanitation services. These programmes have historically benefited children and successfully address inequality through fiscal redistribution. UNICEF helped generate analysis and evidence to demonstrate to the Government the risks that fiscal reform pose to women, children and families accessing key services.

UNICEF sought opportunities to strengthen the knowledge of key government officials on the synergies between national policy goals, child rights and the SDGs, through study tours and training. Support was also provided to strengthened capacities at national and sub-national level on NPA monitoring.

Challenges continued to include a focus on effectiveness and efficiency of existing commitments in the context of slowing economic growth. This has raised concerns about the 'affordability' of social policy expenditure and increased public investment in children. China's decentralised fiscal redistribution system, and the fact that the 19th CPC clearly directed further devolution and deregulation to subnational governments, sectors and the private sector, poses a risk that services for children may not be prioritised.

In this context, careful policy dialogue with the Government was undertaken focusing on highlighting how some of these reforms may impact children negatively. It also identified 'win-win' areas, such as increased investment in services which benefit the poorest children most, including early childhood education, child grants, and neonatal health services. In these areas, greater public investment will yield efficiency gains which are aligned with the Government's 'macro' policy goals.

UNICEF China will continue to advocate for increased investment in children and work in support of government policies and reforms, with a focus on areas of high return to investment or potential efficiency gains, such as integrated early child development. UNICEF China will continue to generate research to fill knowledge gaps on costings, such as in social assistance, and expand international experience-sharing through increasing partnerships, including with UNDP and ILO on cash transfers.

OUTPUT 1 Strengthened national government capacity to plan and budget for new and expanded policies for children.

Analytical statement of progress

A new partnership with the Chinese Institute for Education Finance Research (CIEFR) based at Peking University was forged to carry out research on ECE financing, focused on children ages 3-6 years. This will help identify cost barriers for the poorest households and complement work to increase the quality of ECE in kindergarten settings. The Chinese Institute for Education Finance Research is an independent think tank that is co-funded by the Ministries of Finance and Education and in a unique position to generate research to inform policy and programmes.

The cost barriers to access essential health services for the youngest children in the first 1,000 days of life were reviewed. The findings included high out-of-pocket expenditures for migrant children and unregistered children to access essential primary health care; and were used to develop a child survival financing advocacy strategy. This will guide future partnerships and advocacy with MoF and NDRC on children in the context of health sector

reform.

UNICEF funded a senior Government official to attend an international training on the SDGs. As a result, the annual closed door event co-hosted by NDRC and UNICEF for cross-sectoral policy dialogue focused on the links between children, essential basic services and the SDGs. The agenda explored new directions and policies following the 19th Communist Party Congress, UNICEF's 2016 High Level Meeting on Child Rights and UNICEF China's national consultation on cognitive capital by focusing on essential basic services for integrated ECD.

UNICEF supported the MoF to undertake a study on approaches to improve effectiveness and efficiencies of Government-financed social assistance and child protection programmes. The study proposed that social services be built on cash transfer programmes and be fully budgeted, including the cost of social workers. It highlighted the need to transform the current approach of child protection from crisis management to prevention, including the development of screening systems for children at-risk, which requires increased budgets. These findings informed on-going policy engagement, with a focus on public finance implications of better integrated social protection and child welfare systems.

Government demand for research to cost new services or expand entitlements to basic public services for children is limited, and policy engagement is continuous and sometimes unpredictable. UNICEF will continue to forging new and deepen established partnerships to generate evidence on broad themes of current policy concern, focusing on children.

A number of gaps in knowledge have been identified for UNICEF-supported research. These include the impact of the current minimum living allowance system of cash grants for children, and the cost of including the full package of WHO-recommended primarily health care services for children in the first 1,000 days of life in health insurance. Short papers, infographics or films will be produced to strengthen advocacy for more equitable BPS financing. UNICEF will continue to develop evidence of priority policies and finance to support children, to be used in different policy dialogue fora.

OUTPUT 2 Increased national government capacity to implement existing policy commitments for children and families, through effective, efficient and equitable public

Analytical statement of progress

UNICEF research findings have raised awareness in the MoF of the potential negative unintended consequences for children of on-going reform of financing of basic public services. For example, as the Government reduces centrally funded health programmes and considers how to manage the rising cost to the public purse of health system reform in China, there is a risk that costs will be passed onto users or local government, without taking sufficient account of the impact on the poorest families or regions. The MoF cited a UNICEF-supported study on curbing unreasonable cost escalation as instrumental in ensuring that countermeasures are in place to prevent medical cost escalation and the burden of this falling disproportionately on poor families.

A UNICEF-supported study tour to Malaysia and Thailand helped raise awareness among MoF officials of good practices in design and financing primary health programmes, including ways to safeguard child well-being in health system reform processes. Feedback from MoF indicate that some policy changes in health financing are being considered, directly linked with learning from this tour, which may have a range of positive impacts for children. The participating MoF officials now have a more favourable view towards centralization of expenditure duties for primary health care spending. This may lead to increased subsidization of community level service delivery, reducing the need for patients to use more

expensive hospital services.

Government policy concerns remain broad and key debates are not always directly related to children or informed by child rights. UNICEF collaborated with both NDRC and MoF to identify and help fill gaps in policy analysis in such a way that will increase focus on children and families in on-going reform processes.

UNICEF will continue to deepen partnerships with MoF and NDRC as channels through which to promote child rights issues as central to advancing and realising the Government's ambitious policy goals, and highlight the potential policy consequences if children are not considered.

OUTPUT 3 Increased national Government capacity to achieve and expand equitable access to services for all children and improved accountability.

Analytical statement of progress

UNICEF supported the implementation of the National Programme of Action for Children by increasing the awareness of national and subnational NWCCW staff on the principles of the Convention on the Rights of the Child, and capacity to use data and analysis to implement the findings from the NPA Mid-Term Review. A launch workshop was organised to raise awareness on child rights and child poverty amongst project implementation staff in 15 pilot counties. These counties were subsequently supported by a national expert to review data and plans. As a result, counties requested support for the development of baseline tools to monitor NPA implementation.

Planning for county level data collection and analysis is underway. The baseline surveys aim to improve the quality of NPA monitoring and evaluation by analysing data to inform multi-sectoral planning that responds to the needs of children.

UNICEF supported research with the International Poverty Reduction Centre for China to identify, measure and use child poverty analysis in subnational implementation, monitoring and evaluation of national poverty alleviation plans. The research has mapped and reviewed data availability, planning processes, and stakeholder capacity and needs. The findings will be used to design capacity building efforts on child poverty and tools for child poverty analysis for national and sub-national stakeholders, including the Poverty Alleviation Office and NWCCW staff.

National partners have limited staff capacity to negotiate and pilot new approaches at the local level, particularly as the current National Programme of Action for Children and Poverty Alleviation Programme are due to end in 2020. Consequently, there is great pressure to implement according to current plans and targets, which do not take sufficient account of children (in the case of the national poverty alleviation plan) or poverty (in the case of the NPA Children). As a result, this work was slower than expected and will continue to require follow up and support in 2018.

One successful strategy that will be continued was to invite Government partners from one ministry to participate in meetings hosted by another. This has led to more shared tools and training materials on child poverty. Design and piloting of new tools to identify the poorest children and collect data to design interventions and monitor implementation will be a challenge given limited subnational technical capacity and quality/availability of existing data. To address this, plans for 2018 include identification of national research institutes to support government partners and greater mobilisation of specialized international experts to provide technical assistance and convene policy debate.

OUTCOME 9 By 2020, country and government leaders, policymakers and decision-makers and other key stakeholders across society utilize robust knowledge and evidence to inform the development of equitable policies, programmes, public communication and advocacy to improve the situation of the most disadvantaged and vulnerable children and women.

Analytical statement of progress

Child rights issues received high profile and coverage amongst partners, decision-makers and the public this year, through a combination of UNICEF-supported events, partnerships and products. The focus was on amplifying issues of equity and deprivation.

UNICEF delivered a range of integrated communication and advocacy initiatives to engage people on issues relevant to children. Campaigns deployed a range of tools including traditional media, social media, photography, film and art to deliver advocacy and programme messages. They included a focus on investing in early childhood development, creating child-friendly schools, keeping children safe online, and addressing child poverty.

Media partnerships were leveraged to deliver quality regional, national and international coverage of key messages. Social media engagement experienced a rapid growth in 2017 and UNICEF China now has 3.7 million followers across eight social media platforms: Weibo, We Chat, Tencent Weibo, Youku, Miaopai, Toutiao, Yizhibo and Himalaya. The launch of the Future Plus Me online engagement campaign by UNICEF reached 130 million people with information and engaged 10 million in discussions on child rights. Partnerships with digital companies enabled pro-bono promotions and celebrity engagement, and UNICEF China made more strategic use of its ambassadors and celebrities to amplify its advocacy for children.

China is a data-rich country with multiple sources and systems for collection. UNICEF's strategic partnership with the National Bureau of Statistics allowed for an in-depth analysis of government data with a child-focused lens, which revealed key statistics, trends and information informed programme and policy discussions and drove advocacy. This was complemented by engagement with line ministries to inform, influence and use their own information collection systems and surveys to generate accurate, disaggregated data to monitor progress and efficacy of programmes, as well as contribute to monitoring the SDGs for children.

Other key cross-sectoral areas supported included addressing the needs of at-risk adolescents through piloting adolescent friendly HIV services, while creating greater awareness on the risks they face, both amongst service deliverers and adolescents themselves.

Accelerated progress on the Disaster Risk Reduction Model Pilot programme helped increase knowledge of DRR and improved capacities on emergency preparedness amongst government officials, service providers and communities. UNICEF also provided humanitarian relief through supplies in support of the Jiangxi flood response. This was at the request of Government, with UNICEF being the first international organisation to respond.

Greater synergy and alignment between communication initiatives and programme needs, as well as clearer prioritisation of key advocacy priorities that cut across sectors will enable better planning and strategic positioning of UNICEF. Improved internal work processes, a cross-sectoral advocacy committee and engagement of the CMT have all been initiated this year.

Externally, the multiplicity of players and lack of a coordinated approach to SDG monitoring and reporting is a constraint. Efforts are being made to map sectoral efforts and find synergies, whilst continuing to advocate with the Ministry of Foreign Affairs for a more

coordinated and cross-sectoral approach.

Key areas of work in the coming years will include expanding reach through social media platforms, leveraging the influence of celebrities and ambassadors to amplify child rights issues, and development of advocacy campaigns on key programme messages. The partnerships with the National Bureau of Statistics (NBS) and line ministries to generate and use data to monitor the situation of children and women will continue to be prioritised.

OUTPUT 1 Increased awareness and commitment by key decision-makers, informants, opinion leaders and the general public to promote positive social norms, innovative approaches and action in the best interests of the child. Align with SDG agenda and ensure children are high on the policy agenda.

Analytical statement of progress

Integrated communication campaigns supported advocacy and programme objectives on a range of child rights issues. Taking the opportunity of World Children's Day, UNICEF raised the public profile of child rights issues through a combination of strategies that ranged from mobilising four cities to light up in a symbolic commitment to children's rights, and a virtual light up online and outdoor campaign on a Beijing subway line and station. Additionally, media partnerships were leveraged to generate at least 40 pieces of coverage, two Public Service Announcements, interviews by children and about children, and Xinhua provided its digital billboard in Times Square, New York to broadcast a special World Children's Day film. Ambassadors and celebrities broadcast messages via social media and the World Children's Day topic page received over 68 million page views and 237,000 discussions. Traditional and social media engagement focused on child rights and participation, and helped strengthen engagement with city officials and government counterparts.

A high-level UNICEF 70th anniversary event was held to celebrate the partnership with the Government, and was used to highlight the progress and constraints faced in promoting the rights of China's most disadvantaged children and women.

To promote child online safety, key advocacy assets were mobilised to support UNICEF's participation in the World Internet Conference, among high level delegates from business and Government. An art installation and film were developed to raise awareness of the risks children face online, and media and social media coverage positioned UNICEF as a key voice on issues related to child online safety.

An animation about the multi-dimensional nature of child poverty was released to coincide with a side event co-hosted by UNICEF and Government of China at the Global Poverty Reduction and Development Forum. Aimed at Government officials, development organisations, business, civil society and academia, coverage of the film and event focused on the importance of putting children first in poverty alleviation efforts.

Capitalising on the mass popularity and influence of UNICEF Special Advocate for Education, a film, media and social media coverage of his visit to Child-Friendly Schools helped raise awareness on the importance of improving the quality of education.

The year has seen significant growth in social media engagement which helped UNICEF increase its reach and influence. The, #Ignorance is hurt# for EVAC campaign had over 46 million page views and #10m2 of Love# for breastfeeding advocacy campaign received over 40 million page views. A more coordinated approach to using digital platforms is required to ensure maximum benefit across advocacy, programme and resource mobilisation.

A digital transformation strategy will be developed to strengthen and bring greater alignment and integration across programme, advocacy and resource mobilisation.

OUTPUT 2 Increased capacity of adolescent girls and boys (ages 10-19), particularly the most marginalized, to make sound choices and influence and participate in decisions affecting their lives.

Analytical statement of progress

Continued advocacy on prioritizing adolescents on the national agenda, a more supportive policy/legal environment, and adolescent and youth engagement and participation, was promoted through events, campaigns and initiatives. These included:

- UNICEF and the State Council AIDS Working Committee Office holding a multi-sectoral policy consultation to assess legal and policy barriers hindering adolescent access to HIV-Sexual Reproductive Health services;
- Collaborating with the National AIDS Centre (NCAIDS) of China CDC, China Association for STD-AIDS Prevention and Control, the United States Centers for Disease Control's Global AIDS Programme and community based organisations (CBOs), to conducted a respondent-driven sampling survey on adolescent Men having Sex with Men aged 15-19 in three large cities.
- Conducting a survey on adolescent online-related risk behaviour to better understand the role of the internet as a risk factor and potential channel for interventions.

Actions to promote full engagement of adolescents and youth in promoting better knowledge, safer behaviour, greater uptake of HIV-sexual and reproductive health services and promoting better quality of existing services were supporting through various channels including digital innovation and outreach. These included:

- UNICEF's pilot in Guangdong province on O2O (Online to Offline) model of adolescent-friendly HIV services which was adopted in 2017 as a national pilot under the China Comprehensive AIDS Response Programme for adolescent self-testing.
- A pilot in Jiangsu explored adolescents' full engagement in improving service literacy, counselling, and quality appraisal. Over 700 adolescents and youth experienced "Walk in HIV testing" before World AIDS Day at school clinics, community health centres and CDC Voluntary Counselling and Testing centres to assess the quality and friendliness of services. This also led to greater awareness and understanding of adolescent needs amongst service deliverers.
- The *All-In #End Adolescent HIV* WeChat platform, a collaborative effort between UNICEF and NCAIDS, provided adolescent friendly HIV facts, interactive learning games, videos, online counselling, referral and participatory activities. It promoted exchange amongst adolescent youth networks nationwide and provided them opportunities to learn, share and act.

Three main challenges and constraints were noted during the year. With a policy review ongoing, policies and guidelines on HIV and STI counselling, testing, disclosure and treatment in China remain unclear to local healthcare providers and CBOs in providing service to minors without parental consent. This has resulted in adolescents falling through the cracks on prevention and treatment. Secondly, the lack of age-disaggregated data constrains understanding. For example, little is known about the non-student teens at high risk of infection. Thirdly, there is a need for greater awareness, understanding and actions for treatment and prevention.

Moving forward, UNICEF will strengthen policy advocacy based on evidence generated in 2017 to remove key barriers and find practical (if interim) solutions on adolescent access to services; communicate existing favourable policies through developing manuals, training and innovative communication. The Adolescent Friendly Health Services Manual will be finalised, training tools developed for use in major national programmes. UNICEF will also act to create greater linkages with key national programmes in order to produce results at scale.

OUTPUT 3 Improved production and analysis of disaggregated data, knowledge and evidence to inform policies and programmes for children, and strengthened national systems for strategic monitoring, evaluation and research.

Analytical statement of progress

UNICEF contributed to strengthened national capacities and systems for data generation and analysis, and helped bring more data to the public domain, by collaborating with the National Bureau of Statistics (NBS) and UNFPA under a Joint Data Project.

Population Status of Children in China in 2015: Facts and Figures, a child-focused data publication based on analysis of the one per cent National Population Sample Survey was officially released, providing new data on key demographic and social development indicators to inform programmes and policy.

A study tour to Finland and Italy supported and facilitated by UNICEF, helped build the knowledge and capacity of NBS staff responsible for the planning and management of China's 2020 Population Census, on the established methods of using administrative records to supplement census data. This is increasingly becoming a global practice and trend to save cost, reduce response burden and increase data quality, and NBS is considering gradually moving towards this direction.

The Government's statistical capacity and improved consistency with international standards was further enhanced across sectors. The NBS, NHFPC and MoE attended a Multiple Indicator Cluster Survey (MICS) workshop and gained an improved understanding of international survey design and field procedures. Consequently, NHFPC is working to incorporate standardized modules for nutrition and WASH related indicators in the 2018 National Health Services Survey. The NBS adopted MICS field practice of on-site spot-check by supervisors in its Annual Population Change Survey; and the MoE started to refer to MICS for SDG 4 monitoring. UNICEF also supported an expert from China Disabled Persons' Federation to attend an international workshop on the Measurement of Child Disability, so as to influence and improve national capacities to collect, analyse and use data on children with disabilities.

Internally, efforts continued to quality assure key research, studies and evaluations commissioned by UNICEF; with simplified systems (RSE database), tools (ethical checklist) and guidelines supporting the effective management of evidence generation. Renewed attention was given to the evaluation function, with ongoing management of one evaluation.

China's data landscape is complex. There are a multiplicity of players (with each sectoral ministry mandated to collect its own data) and different methodologies. There is a lack of an overarching authority/government agency to ensure quality assurance and data reconciliation. Disaggregated data is available for less than 30 per cent of the SDG indicators. UNICEF will continue to leverage its relationships with NBS and line Ministries to ensure data availability for SDG child-related indicators.

Internally, there is need to prioritize and focus more to ensure that research is strategic and of high quality.

The Joint Data Project plans to complete two data products in 2018: Women and Men in China (gender statistics); Children in China: An Atlas of Social Statistics. Internal mapping of SDG monitoring work across sectors and further dialogue with relevant Government agencies on SDG monitoring will also take place. A more robust office-wide process for prioritising and ensuring high quality research will be a priority.

OUTPUT 4 Improved knowledge and capacity of public authorities, service providers and communities in identified disaster-prone and climate- risk areas to prepare for and respond to emergencies, reduce disaster risks, strengthen resilience and mitigate climate change impacts.

Analytical statement of progress

UNICEF was the first international organization to provide support to the flood response in Jiangxi province, as requested by the Ministry of Commerce. Supplies worth US\$130,000 were provided, which included children's study kits, post-disaster drugs, school furniture and disinfection solution.

UNICEF also continued to provide technical support that originated from prior emergencies, which included:

- Following the 2015 armed conflict in Myanmar's Shan State that caused an influx of displaced Myanmar residents into China, UNICEF continued to support strengthened local EPI surveillance, delivery of immunization services to high-risk children, and improvement of the capacities of health providers in emergency response in Yunnan. This included deployment of an Immunization Service and Management mobile app, a vaccination campaign, as well as facilitating a Yunnan-Myanmar Health and Immunization Coordination Meeting.
- Following the 2014 Jinggu earthquake in Yunnan, UNICEF continued to support the operation of three emergency child-friendly spaces, with 942 children and 614 caregivers benefitting from recreational activities, non-formal education, psychosocial support and referral services provided through community-based outreach in these spaces.
- Following the 2013 Dingxi earthquake in Gansu, UNICEF continued to promote breastfeeding and complementary feeding and improve the compliance of Ying Yang Bao to decrease anaemia prevalence. Campaigns and community mobilization were also supported to build model latrines to improve WASH conditions.

UNICEF accelerated the implementation of a child-centred DRR Model Pilot Programme in Sichuan to strengthen resilience building for children and community members. Through this:

- The National Disaster Reduction Centre of China was supported to improve national standards for DRR, with an emphasis on cross-sectoral collaboration and introducing a child-centred perspective.
- The fully operational provincial resource centre was guided to support the training of local emergency frontline workers and provide technical support to local government entities to strengthen their emergency preparedness and DRR knowledge.
- A "DRR Month" campaign was organised with trained local service providers reaching out to at least 235,000 students and 1,640,000 community members. This helped to further enhance public awareness of DRR and improve resilience. Two Summer Camps were also organised, to empower children with DRR knowledge and

protection skills, while inspiring teachers to replicate participatory safety education in schools.

A number of challenges remain. The existing DRR policies and plans need to incorporate more child-centred components, and a multi-sectoral coordination mechanism for emergency preparedness and response needs to be further strengthened and systematized. UNICEF will continue to work with counterparts to incorporate a child-centred DRR and preparedness concept into resilience building of children, communities and systems.

UNICEF will continue to work with partners at different levels to strengthen implementation of cross-sectoral DRR activities. Comprehensive plans for DRR, preparedness and resilience building at county level will be developed to complement existing contingency plans in order to bridge the gap between holistic disaster risk reduction and sector-specific emergency response. With technical support from the multi-sectoral provincial resource centre and in collaboration with both county and provincial-level government agencies, the resource pool of professional frontline workers for future emergency response will be established. Technical assistance will be provided to incorporate child-centred perspective into DRR policies/standards.

OUTCOME 10 Special Purpose

OUTPUT 1 Private Sector Fundraising

Analytical statement of progress

Other Resources continued to be an important funding source for programmes and operational costs, accounting for 78 per cent of total resources allocated in 2017. This share will further increase as Regular Resources continue to decline.

UNICEF China secured 100 per cent of its annual OR ceiling in 2017, due to the combined efforts of National Committees, global alliances, and private sector fundraising activities. About 58 per cent of this was flexible and predictable income. The office effectively used over 81 per cent of the OR that was allocated. The contribution to global RR from sales of Inspired Gifts also grew, reaching over US\$760,000; and supporters have shown interest in supporting thematic other resources for emergency funding. This is attributable to higher awareness of UNICEF's role in global emergencies among e-shoppers.

Corporate donors continued to be the primary OR funders, both from National Committees (corporate donors outside China) and China's private sector. In 2017, the trend from the previous year of widening areas of support from corporate partners continued, with companies and corporate foundations agreeing to multi-year support. For the first time, China private sector fundraising was able to secure outward corporate funding to support the Belt and Road Initiative from a Chinese company which agreed to a multi-million-dollar proposal for MCH.

The office achieved an 89 per cent timely donor report submission rate, with 34 out of 38 reports submitted as per the original timeline and the remaining four submitted as per a modified timeline agreed in advance with the donor. The Planning, Monitoring and Evaluation section continued to oversee the quality and timely submission of donor reports, working with sections on quality assurance with a focus on the clear articulation of specific and time-bound results and their link to improved outcomes for children.

OUTPUT 2 Project proposals for funding development and humanitarian projects in at least 10 countries developed, approved and allocated.

Analytical statement of progress

China is committed to supporting SDG achievement globally. China's foreign assistance budget has grown significantly over the last decade. A South–South Cooperation Assistance Fund of US\$3 billion, funding for Africa of US\$60 billion, and a further US\$8.7 billion for countries that are part of the Belt and Road Initiative (a network of 60+ countries with which China is developing stronger trade ties and support for a broad array of infrastructural and development initiatives) have been committed.

UNICEF China has a South–South Cooperation Unit dedicated to working with the Government of China to leverage partnerships and funding to delivering the SDG targets. The presence and participation of UNICEF's Executive Director at the Belt and Road Summit in May 2017 signalled the recognition and engagement of UNICEF with the Government to support programmes that will help realize SDGs and positively impact children's lives in Belt and Road countries.

The year saw the South–South Cooperation Assistance Fund become operational, with UNICEF China forging an agreement to enable UNICEF to be eligible to apply for funding. Humanitarian funding was also secured. Through strategic engagement and diplomacy with the Government, UNICEF China secured a commitment of US\$11 million for proposed programmes for children in Asia and Africa, and further discussions are underway. This included US\$1 million on education programmes for Syrian refugee children in Lebanon, US\$2million for severe acute malnutrition amongst children in Somalia, and US\$8 million for maternal, newborn and child health programmes in eight African countries (Ethiopia, the Democratic Republic of the Congo, Kenya, Niger, Nigeria, Sierra Leone, Sudan and Zimbabwe) for which project proposals have been prepared and submitted for review.

It is anticipated that this area of work for UNICEF China will grow exponentially during the remaining period of the country programme.

Document centre

Evaluation and research

Title	Sequence Number	Type of Report
Effectiveness of community-based complementary food supplement (Yingyangbao) distribution in children aged 6-23 months in poor areas in China	2017/012	Research
The dietary diversity and stunting prevalence in minority children under 2-3 years old: a cross-sectoral study in forty-two counties of Western China	2017/003	Research
What could cognitive capital mean for China's children?	2017/011	Research
Prevalence and risk factors of anaemia among children aged 6–23 months in poor rural areas in China	2017/010	Research
Quantitative Study on the Evaluation of Children Development in China	2017/009	Research
Progress and challenges in maternal health in western China: a Countdown to 2015 national case study	2017/008	Research
Implementing the communication for development strategy to improve knowledge and coverage of measles vaccination in western Chinese immunization programs: a before-and-after	2017/007	Research

evaluation		
Haemophilus influenza type b carriage and burden of its related diseases in Chinese children: Systematic review and meta-analysis	2017/006	Research
The varicella vaccination pattern among children under 5 years old in selected areas in China	2017/005	Research
National and subnational all-cause and cause-specific child mortality in China, 1996-2015: a systematic analysis with implications for the Sustainable Development Goals	2017/004	Research
Monitoring and evaluating the adherence to a complementary food supplement (Ying Yang Bao) among young children in rural Qinghai, China: a mixed methods evaluation study	2017/002	Research
Eliminating Iodine Deficiency in China: Achievements, Challenges and Global Implications between 2012 and 2014	2017/001	Research

Other publications

Title

Lessons learned

Document Type/Category	Title
Lesson Learned	Documenting the impact of Integrated Early Childhood Development programming in rural areas of China

Programme documents

Document Type	Title	Name
Reference Documents	Population Status of Children in China in 2015: Facts and Figures	Population Status of Children in China in 2015_20170919.pdf
CPD	China_CPD_2016-2020	China_CPD_2016-2020.pdf