UNICEF continued to work together with national partners to strengthen children’s rights and improve outcomes for children. In 2014, UNICEF assisted government partners to gather global knowledge, expertise, best practices, norms and standards, develop and test theories by building and fine-tune effective working models that improve the situation of children. Based on this, UNICEF advocates for corresponding policy change, and supports the scale-up of activities to benefit disadvantaged children on a wider scale. Several notable UNICEF-supported interventions in 2014 demonstrated this approach.

UNICEF provided technical input to the National Development and Reform Commission’s (NDRC) development of the 12th National Five-Year Plan for Basic Public Services, contributing to increasing the number of services children are entitled to under this policy framework. Additionally, UNICEF provided technical support to the Leading Group on Poverty Reduction of the State Council (LGOP) efforts to identify and analyse the multiple dimensions of child poverty. In Hubei Province, UNICEF assisted the provincial government to design regional poverty reduction plans, targeting child poverty. In Jiangxi Province, UNICEF will support the government to conduct child poverty analyses, plans and programming to reach more of China’s poorest children.

In line with “A Promise Renewed” to reduce under-five mortality rates, UNICEF and the National Health and Family Planning Commission (NHFPC) developed a national child survival and development strategy, along with a selection of child survival interventions. These will guide the development of provincial strategies.

To reduce anaemia rates in pregnant women, UNICEF supported China to develop a new standard on micronutrient supplementation for pregnant women; this is expected for release in early 2015.

Following positive results from the WASH-led Whole School Environment Improvement Pilot Projects, project concepts and WASH elements were integrated into the governments’ school improvement programmes with plans for further scale up.

A resource package to improve the quality of teaching for rural early childhood education (ECE) was piloted by UNICEF and the Ministry of Education (MoE); this package will support the MoE’s large scale training of rural ECE teachers as part of the planned expansion of ECE in China. A parenting portal app for mobile phones was also released in 2014, providing a useful early childhood development resource for parents.

Child Friendly School standards for basic education, developed and piloted by UNICEF and MoE in disadvantaged counties since 2006, have been promulgated as China’s Management Standards for Compulsory Education Schools.

UNICEF supported the Ministry of Civil Affairs (MCA) to develop several tools that can help
shape service standards and guidelines in China’s emerging field of social work. These included service guidelines and a training manual for community-based child welfare service provision; a toolkit for community health workers to identify cases of child maltreatment; and a manual for social workers on the integrated approach to early childhood development (IECD).

As part of the UN Family Violence Task Force, UNICEF contributed technical inputs towards the drafting of a new national Family Violence Law. The draft Law, made public for comments in November 2014, includes specific text which outlines that special protection is to be given to children, especially child victims in contact with the police.

Under a UNICEF-supported social welfare project, 70,000 children from 120 project villages received support from village social welfare directors who provide and coordinate local social services for vulnerable children. A Government of China (GoC) plan to implement and finance the child welfare project in 46 counties was launched and the programme is anticipated to benefit over 5 million children.

UNICEF continued to benefit from strong longstanding government partnerships, particularly with the NHFPC (formerly Ministry of Health), MOE, MCA, National Working Committee for Children and Women (NWCCW), Ministry of Finance (MoF), NDRC, LGOP, National Bureau of Statistics (NBS), National Patriotic Health Campaign Committee Office (NPHCCO), and other important Government partners.

**Humanitarian Assistance**

In 2014, UNICEF China extended its regular programming to support recovery efforts for the Ludian earthquake in Yunnan Province. In addition, UNICEF China’s programming also provided follow-up support for prior emergencies, including the 2010 Yushu earthquake (Qinghai Province), the 2012 Yiliang earthquake (Yunnan Province), the 2013 Dingxi earthquake (Gansu Province), and the 2013 Ya'an earthquake (Sichuan Province).

On 3 August 2014, a 6.5 magnitude earthquake struck Yunnan Province in southwest China at 4:30 p.m, killing 617 people and injuring more than 3,100 people in Ludian County and its neighbouring Qiaojiang County, Zhaotong City and Huize County. As a designated national poverty county, Ludian County has been a UNICEF China partner for many years. UNICEF has been supporting recovery efforts through its partnership with local authorities. UNICEF supplied several batches of medical supplies and equipment, including newborn incubators, neonatal resuscitation tables and packs, delivery kits, portable foetal heart dopplers, portable ECGs, and neonatal laryngoscope sets, to support maternal and child healthcare in the Ludian and Qiaojiang county MCH hospitals and facilities.

UNICEF is also supporting the establishment and operations of five Child Friendly Spaces (CFS) in three counties within the earthquake zone, namely Huodehong CFS and Ciyyuan CFS in Ludian, Yiche CFS and Zhichang CFS in Huize County, and Weigu CFS in Qiaojiang County, with the National Working Committee on Children and Women as the implementing partner. UNICEF delivered key CFS supplies, including tents, toys and equipment, to the affected regions of Zhaotong County, Huize County and Qiaojiang County. A training programme for CFS volunteers was carried out in September, with follow-up onsite training for newly recruited CFS volunteers ongoing. In total, the five new CFS established helped 4,660 children and their caregivers in the three earthquake-affected project counties, offering psychosocial support and community-based child protection services with accompanying mobile outreach services.
In addition, after finding poor sanitary conditions among a selected number of CFS in disaster-affected areas, UNICEF is exploring a possible pilot with China Centre of Disease Control, to model temporary latrines in Ludian.

With respect to UNICEF-supported recovery work for disasters taking place in previous years, five CFS in Ya’an and three CFS in Yiliang have proven of significant value to providing a supportive environment and building cohesion for children after earthquakes. These CFS have evolved from child-friendly safe spaces introduced in an emergency context into fully-fledged community-based children’s service centres serving over 11,000 children and their families in the regular development environment.

**Equity Case Study**

In China, UNICEF has strengthened its equity focus across all programmatic areas. In view of the China’s middle income country status, the overall approach UNICEF has taken to improve and maximize equitable outcomes for children is to:

- work with national partners to pilot programmes and develop working models improving the situation of disadvantaged children;
- monitor for evidence of positive results;
- advocate for policy changes or scale up of effective models; and then
- support the government to implement corresponding policy changes or replication, so that interventions are carried out to sufficient standards of quality and with equity.

One major area of the equity-focussed work is in early childhood development.

Between 2001 and 2009, UNICEF collaborated with the MOE to develop a low-cost, community-driven model for early childhood development. UNICEF and MOE-established ECD pilot programmes in 29 remote rural villages to demonstrate the positive impacts of ECD. In 2010, the State Council announced that China would aim to achieve universal ECD coverage by 2020, and committed to investing US$7.8 million in government funds for this. While several agencies have worked to promote universal ECD in China, joint UNICEF-MOE efforts that have demonstrated the value of ECD, greatly contributed to the Government’s current strong commitment to scaling up services and development of practical tools to realize this goal.

Initially, UNICEF supported the 29 ECD pilot sites to develop local capacity and build local demand for better ECD services. Local institutions were strengthened to act as ECD resource centres and rural pre-school teachers were trained to establish child-friendly learning environments. UNICEF worked to increase local ECD demand by introducing a child-seeking delivery approach to local authorities, supporting the reduction of local fees and providing parents with information on the benefits of early childhood development.

To build commitment among government partners, UNICEF supported studies to understand ECD gaps and needs, and helped local governments to develop local ECD Action Plans.

UNICEF and the Ministry of Education worked together to revise ECD standards, develop new guidelines for school readiness for 3-6 year olds, and provide guidance for adopting new early learning standards.

UNICEF and the MoE also worked together to organize ECD costing and financing studies, focused on reaching the most vulnerable. Monitoring systems were developed to gather data, support local level self-learning and facilitate the documentation of best practices. Additionally, a
A multi-sectoral communication strategy was developed to mobilize awareness of scientific parenting strategies and the importance of ECD.

To strengthen partnership and political coalition building, UNICEF helped build up communities of experts, including the China Society of Preschool Education and an ECD National Experts Group.

The State Council’s commitment to universalize access to ECD by 2020 and provide funding represented a major milestone. From 2010 onwards, UNICEF continued to work with the MoE to make universal ECD a reality, implemented with quality and equity.

Towards this objective, UNICEF worked with the MoE to develop Early Learning and Development Guidelines (ELDG) for children 3-6 years of age, released in May 2013 and supported dissemination through media.

In 2014, based on the ELDG, UNICEF collaborated with the MoE to develop national guidelines for assessing the quality of ECE centres and pre-school educational norms, set for release in 2015. Further UNICEF-MoE cooperation included work to develop a Child Friendly Kindergarten (CFKG) curriculum and a resource package to improve the teaching quality of rural early childhood education (ECE). To prepare for the large-scale plan to expand ECD services, the resource package is set for finalization and dissemination to teacher training institutions in early 2015. To provide continuous and accessible support for kindergarten and preschool teachers to improve their pedagogical skills, UNICEF has initiated discussions with the Open University in China to design, test, and implement an online professional course on ECE. In the future, UNICEF will also support MOE to devise a set of professional standards for kindergarten principals.

To empower parents and caregivers with ECD knowledge and tools, UNICEF supported the development of an ECD parenting portal piloted in 2012, which has been accessed by 1.5 million unique users. An offline version – the ECD kiosk – was piloted in disadvantaged communities that have no Internet access in 2014. ECD kiosks are located in 240 schools within five poor counties. This allows illiterate parents and grandparents access to ECD parenting information through audio-visual materials. Furthermore, an ECD portal app for smart phones was developed and released during the 2014 National ECD Advocacy Month. The three versions of the ECD portal presents easy-to-understand information about parenting, in the form of short video clips with subtitles. The information covers care of newborns and infants, nutrition, disease prevention, and early stimulation for 0-6 year olds.

On-the-ground pilot work in disadvantaged areas is also being implemented to ensure these ECD models work for vulnerable population groups, towards more equitable development outcomes. Ongoing cross-sectoral collaboration between UNICEF health, education and child protection teams, involves piloting an innovative IEC programme in four poor western counties within Shanxi and Guizhou provinces. The services are provided by village-based ECD centres and clinics, with technical support from county-level Mobile Resource Units composed of health, early stimulation and social work professionals. In 2014, such services were set up in 80 villages, including early stimulation services provided through village ECD centres and play groups. In addition, 40 communities in Hubei, Hunan and Hebei provinces, are piloting support mechanisms for parents of 0-3 year olds through community-based ECD centres. Also, the ECD for Migrant Children program, serving 700 children in four kindergartens of two districts, has made steady progress in trialling innovative approaches to better serve vulnerable children of migrant workers through community-based ECD centres.
Taken together, these ECD interventions have assisted in the path towards greatly widening the scale and access to ECD services for children in China. Specific interventions within impoverished areas and among disadvantaged child populations, such as migrant children, have helped to equip vulnerable children with critical and timely early development support which will have life-long impacts for Chinese children.

**Summary Notes and Acronyms**

ACWF - All China Women’s Federation  
ARV – Anti-retro Viral  
BNU - Beijing Normal University  
CATS - Community Approach to Total Sanitation  
CCT - Conditional Cash Transfer  
CEDAW - Convention to Eliminate All Forms of Discrimination against Women  
CFKG - Child Friendly Kindergarten  
CFS - Child Friendly Space  
CFSchools - Child-Friendly Schools  
CMT - Country Management Team  
CNSECE - China National Society for Early Childhood Education  
CPD – Country Programme Document  
CRC - Convention on the Rights of the Child  
CRC@25 – 25th anniversary of the Convention on the Rights of the Child  
CSDS - Child Survival and Development Strategy  
DPRK - Democratic People’s Republic of Korea  
DV - Digital Video  
EAPRO – UNICEF East Asia and the Pacific Regional Office  
ECD - Early Childhood Development  
ECE - Early Childhood Education  
ELDG - Early Learning and Development Guidelines  
ESARO – UNICEF Eastern and Southern Africa Regional Office  
GOC - Government of China  
HACT - Harmonized Approach to Cash Transfer  
HIV/AIDS – Human Immunodeficiency Virus/Acquired Immune Deficiency Syndrome  
ICT - Information and Communication Technology  
ICT4D - Information and Communication Technology for Development  
IECD - Integrated Early Childhood Development  
LTA - Long Term Agreement  
M&E - Monitoring and Evaluation  
MCA - Ministry of Civil Affairs  
MOSS - Minimum Operational Security Standards  
METRU - Mobile Educational Training Resource Units  
MNTE – Maternal and Neonatal Tetanus Elimination  
NBS - National Bureau of Statistics  
NCWCH - National Centre for Women’s and Children’s Health  
NHFPC - National Health and Family Planning Commission  
NPA - National Plan of Action for Women and Children  
NPC – National People’s Congress  
NWCCW – National Working Committee for Children and Women  
ODF – Open Defecation Free  
OMT - Operations Management Team
Capacity Development

Developing national and local capacity development is central to UNICEF China’s programme strategy, particularly in the context of a high-capacity, middle income country. Key areas for capacity development include the provision of technical assistance - international expertise, experiences, norms, standards, and analysis – and adapting these the Chinese context.

UNICEF, together with NWCCW, has undertaken significant work to change social norms and behaviours on violence against children through a series of activities, including public information campaigns, the establishment of hotlines to respond to violence maintained by the All China Women’s Federation (ACWF), and technical inputs to the development a draft Law on Family Violence.

Regarding strengthening national and subnational capacity for data collection, analysis and use, UNICEF has maintained a long-term partnership with China’s National Bureau of Statistics. Together with the United Nations Population Fund (UNFPA), UNICEF supported the incorporation of over 215 sex-disaggregated indicators into the National Bureau of Statistic’s routine comprehensive data collection and reporting system, producing a corresponding booklet (Statistics about women and children in China) to disseminate this data. UNICEF and UNFPA also supported the introduction of e-census methodologies to NBS in 2014 to support e-survey data collection, as the GoC prepares for its 2015 inter-censal survey. Through the same project, UNICEF and UNFPA are supporting the China Disabled Persons Federation to undertake a situation analysis based on existing disability data, and produce more sex-disaggregated data related to people with disabilities.
Building on China’s strong capacity in emergency and disaster response, and well-developed disaster information systems, UNICEF is working with the National Disaster Reduction Centre of China to map and enhance understanding on where disaster risks and child vulnerability intersect, and how to strengthen preparedness and reduce risks to address these multiple vulnerabilities. This will be done through a mapping of vulnerable child populations within extremely disaster-prone areas in 2015. On-the-ground work with sectoral ministries to strengthen preparedness and reduce disaster risks within sectoral areas is anticipated to follow.

These are only a small sample of the various capacity development initiatives supported by UNICEF China. Other examples can be work found throughout subsequent sections on programme results in this annual report.

**Evidence Generation, Policy Dialogue and Advocacy**

UNICEF China consistently builds knowledge and promotes policy dialogue to advocate for equity, child rights and social inclusion.

To support the drafting of the Family Violence Law, UNICEF, jointly with the UN Family Violence Task Force and ACWF, co-organized an international roundtable, which gathered 100 national and international legal experts and representatives from civil society organizations, and produced a technical report. The resulting policy dialogue informed the ongoing drafting of the Family Violence Law, which now explicitly states that special protection is given to children, especially in relation to child victims who come into contact with the police.

In collaboration with NHFPC, and supported by NCWCH, UNICEF developed a national child survival strategy for China with a menu of 116 interventions. The inclusion of these high impact and cost-effective child survival interventions into the 13th Five Year Plan for Health will improve access to lifesaving interventions for China’s most disadvantaged children. UNICEF support filled a knowledge gap by building evidence on the cost and impact for children.

In 2014, China’s State Council developed and released the ‘Opinion on Furthering Hukou Reform’. Hukou status – China’s household registration system – grants children and their families the access to services. For the many children who have migrated to urban areas, possession of a rural hukou leaves them without entitlements to health, education and other services. The Opinion adopted recommendations put forward in a UNICEF-supported policy note, advocating for a minimum package of universal services to include all migrant children and their families with residence certification in urban areas.

Based on the proven evidence on Child Friendly Schools promoted and supported by UNICEF since 2006, support was provided to the MoE to develop the Child Friendly School Standards which were fully adopted. The standards promote inclusiveness, gender equality, effective teaching, safer environment and participatory leadership to ensure the all-round development of every child.

**Partnerships**

As part of efforts to sustain key media partnerships, UNICEF collaborated with China’s largest broadcaster to ensure that critical issues related to children were featured in the media. In China, traditional media still plays a huge role in reaching people, serving to amplify the voice for children.
As an extended effort of the UNICEF global media campaign on End Violence against Children launched in 2013, an animated public service announcement (PSA) was jointly developed and produced by the Kids Channel of CCTV to increase awareness and the capacity of children to protect themselves from sexual abuse. The PSA was broadcast through regular programmes on the channel at least 30 times by the end of 2014, reaching millions nationwide.

The global partnership between UNICEF and Xinhua News Agency was renewed through the global campaign commemorating the 25th anniversary of the CRC (CRC@25). A co-branded micro website dedicated to CRC@25 was published to increase awareness of child rights issues through text, visual and multimedia coverage. Thirty reports were released in support of the campaign, including documentaries, editorials about UNICEF’s voices, the State of the World’s Children (SOWC) report, and coverage of the UNICEF global CRC@25 event. A social media campaign was conducted through national and international channels, sparking public discussions. In China, nearly 12 million people were reached using the hashtag #Children’sDream on Sina Weibo. An interactive mobile application featuring CRC and the changes to children’s lives over the past five years was released by Xinhua Mobile, reaching an audience in the thousands.

The cooperation with the China Women’s News affiliated with ACWF focused on media capacity building and public awareness-raising with special focus on End Violence against Children. Messages on protecting children from various forms of violence and media guidance for reporting on children’s issues were delivered to 45 editors and reporters from 43 influential media organizations - including news services, television, radio, print, and internet media - in two provinces, generating at least 32 news reports on the subject. In addition, 53 news reports and opinion editorials about UNICEF were published by China Women’s News reaching 300,000 readers per edition (not including on-line readers).

**External Communication and Public Advocacy**

As part of efforts to position children high on the public agenda, and to advocate for policy changes and decisions affecting their rights, UNICEF strengthened outreach through digital media platforms and traditional media coverage. Major initiatives included:

- **ACTIVATE TALK (17 April 2014) - “Barefoot Social Workers”, China’s innovative approach to building a child-focused social welfare system:** UNICEF China, in partnership with BNU and the MCA, hosted an ACTIVATE Talk focused on an innovative programme to set up a network of community social workers to reach children in the remotest parts of the country.

- **Executive Director Anthony Lake visit to China April 2014:** A communication plan was developed that included interviews with CCTV and Xinhua, a video package produced for global dissemination, and a final press release that received wide media pick up.

- **Violence against Children campaign/advocacy linked to draft Family Violence Law:** In a short film, UNICEF Ambassador Chen Kun call for an end to violence against children. As a part of UNICEF global campaign “Make the invisible visible”, UNICEF China has localized the campaign with the hashtag of #IgnoranceIsHurt, receiving 40 million page views and over 25,000 discussion posts. The video has been accessed online over 10,600 times.

- **10m2 of Love Campaign/Breastfeeding Promotion –** The campaign’s success and the creative content designed to educate people about breastfeeding, received global recognition at Cannes, winning a Bronze Lion Award. The number of breastfeeding rooms has grown from 250 to 904 in 86 Chinese cities, with 10,397 downloads for the
app. The campaign has maintained momentum through the network of trained volunteers who across the country.

- **CRC@25 Campaign/State of the World’s Children Innovation Report (20 November 2014)**: UNICEF China’s 25th anniversary celebrations of the CRC popularized this event through a social media campaign, with the creation of a microsite to promote CRC@25, included the Chinese recording of Imagine, which Sina Weibo used for its Christmas campaign. The #PleaseListenToMe hashtag topic page generated 70 million page views, and the #CRC@25 topic page generated 47 million page views.

### South-South Cooperation and Triangular Cooperation

South-South and Triangular Cooperation have continued to emerge as an important part of UNICEF’s programme with the Government of China. UNICEF has continued to support South-South exchanges, supporting programme visits to several countries including Mexico and Brazil. In support of the Ministry of Commerce, UNICEF provided technical assistance for the facilitation of a two-week training programme on school safety and emergency responses to child injury with 20 participants from Asia and Africa, funded by China's Foreign Aid programme.

Building on the work undertaken in 2013 to strengthen UNICEF’s engagement in the China-Africa Health dialogue, UNICEF China and the Regional Offices for East Asia and the Pacific (EAPRO), Eastern and Southern Africa (ESARO) and West and Central Africa (WACRO), developed a costed three year programme. While this is being reviewed and considered by UNICEF headquarters, ESARO has made US$100,000 available to the UNICEF China to strengthen the work in 2015.

The proposed Memorandum of Understanding on South-South Cooperation between GOC and UNICEF remains under review and it is hoped this it will be finalised, approved and signed in 2015. Preliminary discussions on potential opportunities for trilateral cooperation with neighbouring countries are ongoing, but will not be formalized until after the Memorandum of Understanding is agreed and signed.

### Identification Promotion of Innovation

UNICEF China worked with the UNICEF Global Innovation Centre in Nairobi and the Innovation team in headquarters to support a number of initiatives, particularly through establishing an Innovation Lab at Tsinghua University.

The Academy of Arts & Design at Tsinghua was established in 1999, and it is the top school in China for arts and design. Over the years it has produced over 10,000 design professionals. Under the Letter of Agreement, a number of initiatives are expected to be initiated in 2015, including:

- **Product and Services research and development** - development of a Tactile Tablet for blind and visually impaired children to read books, intake text, audio and visual information more easily, take notes, and input their own information. The open source, low-cost device has the potential to provide increased valued opportunity for blind and visually impaired children to interact with information and learn alongside their peers.

- **Tsinghua Design for a UNICEF Class (“the class”)** – a continuation and upgraded version of the Design for a UNICEF workshop at Tsinghua University which (concluded in May 2014), and a part of the Design for a UNICEF class, held at institutions such as NYU, IIT, Art Centre of Design, and Stanford and Alto University. This class will engage Tsinghua
students and faculty in UNICEF’s global innovation network, and serve as a research and development engine for innovations for children.

- Global Design for the UNICEF Challenge ("the challenge") - a competition that gives students the opportunity to work with UNICEF country offices to come up with innovative solutions to pressing development problems.
- Students Engagement - engaging qualified students as interns, volunteers and design fellows to work with UNICEF innovation’s global team, providing access to hands-on experience in working with end users and interacting with development practitioners and frontline workers, and obtaining market information.
- Activate Talks - an integral part of the ACTIVATE Talks that will allow UNICEF to engage the private sector, local designers, technology-related stakeholders and young professionals, facilitating the establishment of long-term strategic partnerships in the long term.

**Support to Integration and cross-sectoral linkages**

UNICEF China particularly emphasizes cross-sectoral integration and collaboration in its pilot implementation to inform evidence generation to support positive change for children.

The Integrated Early Childhood Development (IECD) project, supported by Porsche China (Motors) Limited, aims to assist the poorest children in four counties in Guizhou and Shanxi provinces to develop to their full potential by addressing major determinants of early childhood development – maternal and child nutrition, hygiene, health care seeking, early stimulation, non-violent discipline, child protection, and poverty.

The key services, covering the determinants, are provided at home, in village clinics, playgroups, and ECD centres, and through Mobile Education Training and Resource Units (METRU), sturdy cars fit for rugged terrain donated by Porsche. All project villages are visited once every two months by a team of experts who conduct refresher training to village service providers and bring supplies.

UNICEF undertook the challenging task of bringing together various ministries and organizations, including ACWF, the Leading Group on Poverty, MCA, and NHFPC, as well as their front line service providers, who all play a role in the policies and service delivery addressing the five determinants. In view of the extension of its service network and health services being provided from birth, NHFPC was determined to be the most appropriate partner for the IECD project. At the county level, the Vice-Governor is generally in charge of bringing all sectors together and coordinating the movements and timing of the METRUs.

The METRU is one of two selected mechanisms to promote inter-sectoral collaboration. The other is the provision of computer tablets to every village team and the organization of village conferences. This mechanism will soon be put in place and aims to unify a variety of service providers around the needs of a single child, whether with health, nutrition, early stimulation or child protection needs. The information entered into the tablets allows service providers to come together and on the basis of an information system they discuss the needs of every individual child enrolled in the IECD project. The IECD project has advanced the policy and service delivery dialogue on early childhood development through utilizing technological innovations.
Service Delivery

Strengthening local capacity in improving equitable and high quality service delivery is a central component of UNICEF China’s Country Programme. The office’s has adopted a core business model of “Pilots to Policy to Results-at-Scale” to improve the situation of disadvantaged and vulnerable children in China. Through partnering with the GoC to pilot demonstration approaches, monitoring for evidence of positive results for children (and effective ways to achieve them), advocating for corresponding policy changes, and assisting GoC to implement and replicate interventions with its own resources, the aim is to ensure quality standards and equitable outcomes when moving from policy to practice. Continued dialogue and close cooperation with government and programme partners on policy planning and project implementation has allowed UNICEF to identify areas for technical assistance and capacity building to improve service delivery for vulnerable and hard-to-reach children and their families.

The joint UNICEF-NWCCW work on child-friendly spaces remains an excellent example of the business model. After the devastating 2008 Wenchuan Earthquake, UNICEF and NWCCW jointly introduced the CFS model in China and established 40 CFS to provide a safe and supportive environment for children. These CFSs served as a catalyst for developing community-based child protection systems, increasing awareness of psychosocial support and community-based protection services in emergency settings and everyday contexts. In particular, UNICEF strongly emphasized documenting evidence-based results and good practices through regular monitoring and evaluation, working closely with the NWCCW to improve shortcomings and replicate good practices.

UNICEF continuously worked with NWCCW and local implementing partners to address new training needs, in order advance the skills and knowledge of CFS staff and volunteers, who are empowered to act on the areas of early childhood development, non-formal education, life skills training, and child protection awareness raising. Based on the successes of the CFS model in pilot communities in the past six years, the government has vowed to establish “Children’s Places” to provide recreational, education, health, psychosocial support and referral services for children in over 90 per cent of urban and rural communities by 2020. UNICEF China will continue to provide strategic guidance and support to NWCCW in the scaling up of the CFS nationally.

Human Rights-Based Approach to Cooperation

Following its Constructive Dialogue with the GoC, the Committee on the Rights of the Child issued its Concluding Observations on China’s Combined Third and Fourth Periodic Reports in October 2013. The Observations have contributed to the design and development of UNICEF programmes and the forthcoming 2016-2020 Country Programme Document (CPD). UNICEF is working with national partners on many of the key issues highlighted in the CRC Observations, including: equitable budget allocations for essential services; improved child specific data collection; access to services by disadvantaged groups such as migrant children, children with disabilities, girls and children affected by HIV/AIDS; birth registration; ending violence against children; and improving family environment and alternative care options, particularly for left behind or migrant children.

The Committee on the Convention to Eliminate All Forms of Discrimination against Women (CEDAW) issued its Concluding Observations on China’s Combined Seventh and Eight Periodic Reports at the end of 2014. The Observations will inform the ongoing gender equality work and broader development work under UNICEF. Gender-based violence was flagged as a key issue, along with the need for more sex-disaggregated data. UNICEF was an active member of the UN
Task Force on Family Violence, providing technical assistance to the GOC on the first Law on Family Violence. The draft will be released in early 2015 and includes for the first time, a legal definition of domestic violence, streamlined process for obtaining restraining orders, and gives special protection to children coming in contact with the police.

Working in collaboration with UNFPA, support continued to be provided to the NBS to produce sex-disaggregated data to identify gaps in social and economic indicators. Disaggregated data and analysis have helped to flag sex differences in child mortality rates, when migrant boys and migrant girls are most vulnerable, and differential gaps in educational and health outcomes, across specific age groups. Such information is used to inform more equitable programming.

To improve the rights of people with disabilities, UNICEF worked with the China Disabled Persons Federation to study social welfare services and family support to children with disabilities in two cities. UNICEF will support the Government to develop the 13th Five Year plan for the Development of Disabled Persons.

**Gender Mainstreaming and Equality**

UNICEF and UNFPA, through a joint data project, continue to support China’s NBS to enhance the collection and utilization of sex-disaggregated data for monitoring the National Plan of Action for Women and Children (NPA). The number of sex-disaggregated indicators contained in NBS’s routine comprehensive reporting increased from 190 in 2011 to 214 in 2013 (among 344 indicators), helping to identify specific gender inequalities. The statistical publication is released annually and available to the public. Under this project, a Chinese translation of Developing Gender Statistics: A Practical Tool was made available in 2014 for use by NBS statisticians and is available on the United Nations Economic Commission for Europe and UNICEF China websites.

UNICEF contributes about US$35,000 annual to the data project, supported by matching funds from UNFPA, and allocates 10 per cent of the UNICEF China M&E Specialist’s time to this project. UNICEF China also has a full-time Gender Specialist, whose role is to support GoC to implement CEDAW and CRC recommendations and act as the office’s gender focal point. In 2014, UNICEF China also provided US$900,000 to projects related to gender equality through collaboration between ACWF and UNICEF China’s Social Policy, Child Protection, and Education Sections.

In 2014, the Committee on the Elimination of Discrimination against Women held a dialogue with the Chinese Government on China’s combined 7th and 8th periodic report, and issued the Concluding Observations. UNICEF worked with the UN Country Team (UNCT) to support the GoC’s preparation for this dialogue.

Following the ACWF submission of motions on protecting women’s land rights to the National People’s Congress in 2013, the First Document issued by the central government and State Council in January 2014, clearly stated that “women’s rights for land contract should be practically protected”. The model of adding the spouse’s name to the family land contract, a practical approach to ensure women’s land rights generated from ACWF-UNICEF pilot project in Liaoning Province was promoted and replicated in three additional provinces. Women’s organizations in 15 provinces have issued documents with provincial Agriculture Bureaus on ensuring women’s rights in the land contract reconfirmation. ACWF also distributed 10,000 copies of a booklet about protecting women’s land rights to local women’s organizations in all 31 provinces.
Environmental Sustainability

In many regions of China, residents are facing environmental and climate change issues, such as worsening air quality, and land and water contamination with heavy metals, pesticides and human waste. Natural and man-made disasters such as earthquakes, fires, drought, and flooding often result in loss of lives, especially among children and women. These issues also pose risks to safe water supply and sanitation and hygiene practices, often disturbing children’s normal schooling and development.

UNICEF China requires its programme sections to ensure environmental sustainability using a portion of its emergency funds. In the WASH Programme, climate change and environmental impact education and interventions are reflected in all components of work. For example, in the development of Water Safety Plan guidelines, water source selection requires consideration of climate change and local environmental impact. In the design of school and hospital latrines, water availability and wind direction is assessed to determine the best placement and latrine type.

In 2014, UNICEF China, the National Centre for Climate Change Strategic Study and International Cooperation Centre, China Next Generation Education Fund and China Family Education Society jointly organized the national drawing contest with the themes My Diligent and Thrifty Life, My Green Discovery and My Low-Carbon Footprint. Children from kindergartens, primary schools and other institutions of 15 cities participated, and more than 800 drawings were received. Some drawings were selected and later exhibited during the National Low Carbon Day in Beijing. “Teacher’s Guidelines” to facilitate teachers in delivering climate change and environmental education in schools and child friendly centres were also developed with assistance from UNICEF last year.

As a member of the UN Theme Group on Climate Change and Environment, UNICEF contributed to the celebration of the World Water Day event in Beijing by advocating for good sanitation, and supported the running of the Youth Training Camp to foster university students to explore opportunities in starting a career around sustainable production. UNICEF also supported the United Nations Environment Programme (UNEP) in running a climate change summer campaign targeting children aged 8-12 years in a desert areas through water and climate change education.

Effective Leadership

During 2014, the UNICEF Country Management Team (CMT) met monthly, with the regular agenda covering programme management, operations management, advocacy and communication, emergency preparedness, human resources, information and communication technology (ICT) governance, resource mobilisation and staff association issues. Moreover, it also included setting and monitoring progress towards annual programme and management priorities, such as the Integrated Monitoring and Evaluation Plan (IMEP). In addition, the CMT also monitored follow-up actions from recent audits. Most significantly, the CMT established the process for the development of the new Country Programme Cycle 2016-2020, approving a Concept Note in August and overseeing the subsequent development work.

The CMT has continued to pursue several major initiatives to improve operations and programme management performance, including the establishment of a VISION Hub to improve the efficiency of transaction processing. The CMT oversaw the implementation of the enhanced Knowledge, Evidence and Advocacy strategy, to ensure the investment in research and knowledge products is maximised in support of the country programme’s evidence-based
advocacy agenda and the overall programme results. Linked to this, the CMT supervised a process for strengthening programme monitoring, which included the design of an integrated programme monitoring tool, and targeted capacity development for staff through the strategic human resource development plan.

In 2014, the CMT also reviewed and updated the risk profile for the Office and the Programme in China, ensuring that mitigation measures for “higher” risks were addressed in the Annual Management Plan priorities and monitored as part of the regular monitoring of the Annual Management Plan. This included a number of Standard Operation Procedures that were approved by the CMT during 2014. Lastly, the Business Continuity Plan was also reviewed by the CMT last year.

**Financial Resources Management**

CMT reviewed the status of budget commitment/utilization and donor reporting on a monthly basis. The status of audit recommendations, and status of cash forecasts were also reviewed. These indicators are part of the programme and operations dashboard for the CMT meeting.

The office submitted to the regional office its Harmonized Approach to Cash Transfer (HACT) implementation plan outlining activities to be undertaken, including macro and micro assessments to determine accountabilities in implementing HACT and assurance activities. The office also briefed all staff on the new HACT policy, and participated in the meeting for HACT compliance.

The office undertook activities to address risks areas identified by the auditors. The UN Resident Coordinators (RC) office is leading the macro assessment, and the China office established and shared its Long-Term Agreements (LTAs) for micro assessment. Assurance activities were shared with United Nations Development Programme (UNDP) and UNFPA, and a list of common partners of UN agencies have been identified for micro assessment in 2015. Various standard operating procedures were implemented in line with audit recommendations. The China office is awaiting feedback from the UNICEF Office of Internal Audit and Investigation.

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The China office continued to prepare spot check plans, and ensured that programme staff included these activities in their monthly travel plan. The finance unit supported programme sections in the assessment of NGO partners for cash assistance of less than $100,000, sharing spot check reports and recommendations at programme meetings.

The reimbursement modality of cash assistance was successful, reducing risks and eliminating work processes. Programme activities can be started earlier as partners do not need to wait for funds. The office no longer has the pressure to liquidate outstanding advances, monitor fund transfers between partners, or re-programme remaining funds.

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

**Fund-raising and Donor Relations**

In 2014, UNICEF China was able to secure close to its 85 per cent of its annual Other Resources (OR) ceiling of US$16.4 million. Total income from China PSFR efforts, global corporate alliances, and National Committees exceeded US$14 million, representing a 17 per
cent increase over last year.

In 2014, a number of corporate partners used their own resources to advance the rights of children. Of particular note is Porsche, who funded the production of a 45 minute documentary entitled “Stories through 180 Lenses” showcasing the rights of children to participate. Students willing to join their schools’ digital video clubs were taught how to use digital video cameras, and were encouraged to use the cameras as they wish. Footage was then collected periodically and edited. The final product, primarily a collection of the students’ own perspectives, received excellent reviews from the company’s stakeholders, media and the public.

In the current programme cycle up to the end of 2014, 72 per cent of allocated OR has been utilized. In 2014 alone, 86 per cent was utilized over the total allocation. Funds utilization was discussed in each month’s CMT meeting. To ensure quality reporting, a reminder was sent to programme sections three months before reports are due, and prompts are sent every month after. Drafts are due one month before the report due date to ensure there is adequate time for content discussion. In 2014, 55 reports were sent to donors, all on time.

**Evaluation**

UNICEF has strengthened the process by which it prioritizes its strategic study, survey and evaluation agenda. After programme sections outline the purpose of proposed research or evaluation, senior management reviews these concept notes for the anticipated positive impact on children and overall strategic contribution. This has improved the strategic visioning and streamlining of the study, survey and evaluation agenda. A process was put into place to improve the quality of all studies, surveys and evaluations, so that it provides more rigorous evidence for advocacy.

Learning from evaluations and programmatic experience has also changed how UNICEF is designing the next Country Programme in two major ways. The first is improving integrated cross-sectoral programming to better meet the multidimensional needs of children and maximize the impact of interventions. In the next five-year programme cycle, UNICEF will work across sectors in the areas of integrated early childhood development, WASH in schools and hospitals, conditional cash transfers that look at social protection policies alongside maternal and child health outcomes, birth registration, reduction of disaster risks and strengthening of preparedness, and public financing for children. The second is to ensuring improved ways for UNICEF to undertake pilot work so that they lead to more productive evidence-based advocacy, especially given UNICEF China’s “pilots to policy to results to scale” modus operandi. The latter method will include the initial pilot design with replication in mind, establishment of a rigorous monitoring framework and indicators, development of a plan to evaluate and document programme results to support potential advocacy, and the integral engagement of government and country partners to support national ownership and future sustainability. In this way, the results from programme interventions can be clearly documented, and if shown to be effective, this evidence will be used to advocate for scaling and replication.

**Efficiency Gains and Cost Savings**

To enhance efficiency and effectiveness in day-to-day business transactions, the office established a Vision Hub in June for five programme sections with three Vision Assistants, and extended to all sections in the last quarter of the year. This was a huge achievement, allowing programme staff to focus on programme activities, field monitoring and knowledge management. Recent consultations have already started to extend the Vision Hub support to two other offices in the region (Democratic People’s Republic of Korea - DPRK and Mongolia).
for the functions that will not move to the organisations’ new Global Shared Services Centre (GSSC), resulting in increased staff efficiencies for those offices.

For 2014, the CMT established a target of US$100,000 in savings. Due to vacant posts of Human Resources Specialist (for five months), the special leave without pay of the HR Assistant (for nine months) and Chief of Supply and Procurement (for five months) the office realized a savings of more than US$250,000. Staff members with capacity were given special post allowances for the additional responsibilities, and some functions were added to existing senior staff members. The office was able to use some of the savings towards operating expenses and pay for salary increases of national staff. The office also realized US$40,000 savings on operational areas such as travel, utilities, and replenishment of funds through UNICEF’s Division of Financial Management and from ICT.

The office also made its contribution towards the establishment of the GSSC (US$205,561). The savings were realized by abolishing two positions funded from the Institutional Budget. Staff members in the abolished positions have been adjusted to existing vacant positions; a further savings of approximately US$35,000 will be realized in 2015 (abolishment date for one position is in 2016).

The office also participated with other UN agencies in the selection of contractors, including gardening services, security, LTA for office supplies and translation. UNICEF has been requested to take the lead in the UN for contracting security services in 2015.

**Supply Management**

In 2014, the total procurement for the UNICEF China country programme was US$3.8 million, of which US$2.09 million was for institutional contracts.

Procurement for other country offices reached US$15.70 million, with the total volume in 2014 over 20 per cent higher than the previous year. UNICEF China also managed complex shipments of goods for UNICEF Afghanistan and DPRK, provided rapid support to the typhoon emergency in Philippines, and trans-shipped US$2.6 million worth of vaccines and supplies for UNICEF DPRK.

To ensure quality supplies were procured, ISO certificates were obtained, and factory inspection and product deficiency inspections (PDI) conducted. UNICEF also contributed to the work on Child Rights and Business Principles in China by developing and testing the Social Accountability Checklist.

Twenty four new LTAs were established in 2014, bringing the total number to 51. The growing number of LTAs has helped the office to reduce processing time and promptly deliver supplies for the implementation of programme activities.

UNICEF China supported the management of the UNICEF Regional Logistics Centre (RLC) in Shanghai, where 100,385 educational kits were packed and delivered to Afghanistan, Iraq, Syria, and other countries. UNICEF also negotiated with GoC to simplify the export process. UNICEF China Supply staff facilitated two DPRK missions to China.

Based on the experience and the capacity of the Government, changes were made to the Project Operations Manual to include procurement through the government using the reimbursement model.
Security for Staff and Premises

There is no security phase in China and no major security threats have been identified by the United Nations Department of Safety and Security (UNDSS). The office consults the Chief of Security in the event of any security incidents, although no major security events were reported to the UNDSS in 2014.

The office is well secured as per UNDSS recommendations, and it is fully MOSS compliant. A fire drill was carried out in July 2014 with the presence of the Chief of Security in the office. The office is constantly improving office facilities to enhance staff productivity.

Security clearance for all travel is mandatory through the TRIP system. All new staff members are required to take on-line security course before travelling.

Air pollution is a major problem in China. Air pollution often reaches hazardous level making it difficult to walk outside. The office has provided air purifiers to all staff in the offices and recommends the use of air masks as per UNCT/Operations Management Team decision.

Human Resources

As a result of the recommendations of the mid-term review exercise approved by the UNICEF Regional Programme and Budget Review, the Chief of Education and Chief of Child Protection positions were upgraded to P5, and the Chief of HIV/AIDS position was abolished in 2014. Recruitments of two new chiefs have already been completed to provide strategic support to the China country programme. Recruitment of other positions due to reassignment was also carried out, including the Chief of Communication, Chief of Social Policy, Reports Officer, Chief of Supply and Procurement and HR Specialist. The first three positions were successfully filled whereas no suitable candidates were identified for Chief of Supply and Procurement and HR Specialist positions. Meanwhile, temporary assistance has been identified in the preparation of the new country programme.

The CMT followed up on pending Performance Appraisal System (PAS) completion, as well as mid-year and year-end discussions regularly. The office followed up with section chiefs to ensure 100 per cent completion for 2013 as per the deadline. Ninety percent of the staff members have been trained in the Managing People’s for Result training programme. The office also plans to organize another training in 2015 to newly appointed staff members. Completion of PAS and performance discussions for 2014 have been achieved almost 100 per cent.

The office established a Change Task Team to help staff members engage actively and stay updated on the important milestones of the new country programme. The team will also work with HR and the Regional Chief of HR in identifying skill gaps and new learning opportunities required as a result of the new country programme.

The office ensures that all mandatory on-line trainings are completed by staff in time, such as security training and integrity awareness. The office also organized a number of orientations to staff on policy and procedures, including HACT compliance, financial control, and travel procedures. Six staff members were provided opportunities for internal rotation involving another section or office, in order to better expose them to UNICEF programme and operations activities.

The office has received new post-exposure (to HIV) prophylaxis (PEP) kits from the UN Resident Coordinator’s office, and has identified a new custodian for the PEP kits. The UNCT
has decided to support the UNCARES programme through equal contributions from agencies in 2015, and UNICEF’s support for 2015 will be US$1,480, based on the present number of staff.

Effective Use of Information and Communication Technology

The China office emphasizes optimal use of ICT in the areas of programme delivery, advocacy, resource mobilization, knowledge management and business process improvement.

The office completed the Office 365 rollout project in July 2014, resulting in: a cloud-based Exchange mail service, so users can now access emails anywhere, anytime; Lync communication tools, so users can easily participate in Lync webinars and meetings across; OneDrive for Business, so users can easily work on shared documents.

The office also migrated the team site to the SharePoint Online platform. Major office wide events/activities were posted in the office calendar, and the minutes of major committees kept in the document repository on the team site. More applications will be developed to improve knowledge management and business processes.

The UNICEF China official website is becoming more important for programme advocacy and fundraising activities. The number of average monthly unique visitors is around 300,000 and growing. Website management standard operating procedures were developed to ensure compliance with global website security policy. Social media has also been integrated into the official website. The office is in the process of revamping the website to increase user-friendliness and to optimize for mobile devices.

The China office attaches great importance to information and communication technology for development (ICT4D). To strengthen results-based programme monitoring, the office is working to develop an IT system to support the implementation of the monitoring framework. The office also embraces new technologies and adopts them when developing programmes. For example, mobile apps were developed to promote breastfeeding and increase HIV awareness among youth.

Global ICT policies and guidelines were strictly followed by the China Office. With the support from the Regional ICT Chief, the office conducted an ICT self-assessment in 2014. Audit recommendations on ICT management were responded to in a timely manner and the ICT Disaster & Business Recovery Plan was updated.

Programme Components from RAM

ANALYSIS BY OUTCOME AND OUTPUT RESULTS

OUTCOME 1 By 2015, children and women in China, particularly the poor and vulnerable, will see improvements in well-being from strengthened policy frameworks and implementation mechanisms consistent with the CRC, CEDAW and the NPA for Children.

Analytical Statement of Progress:
UNICEF China support has contributed to improved policy frameworks, plans or implementation mechanisms that the advance the rights of children in China. Policy analysis and evidence-based advocacy of equity for children and women are a core element of UNICEF’s approach. UNICEF works with academic and government partners to support policy reform and implementation in public finance for children, child poverty, migration and social protection.
UNICEF supported the development of evidence-based recommendations to reform government subsidies for primary health care and nutrition, rural sanitation, and migrant children’s education. Economic analysis built the evidence to determine what level of public finance would be necessary to ensure that all children received support from China’s social protection, including health services and dibao (cash transfers for families living below the poverty line). UNICEF supported the development and implementation of the 12th National Five-Year Plan for Basic Public Services, through support to the National Development and Reform Commission, with a focus on improved governance of basic public services. As a result of this work the numbers of services children are entitled to in policy are increased, as is the possibility of national finance to make sure policy translates into services.

UNICEF worked on more effective social assistance (dibao) targeting, to ensure that resources reach more families with children. A review of centrally-financed protection centres for street children was supported, resulting in proposals for changes to policy and funding to Ministry of Civil Affairs (MCA) and Ministry of Finance (MoF). UNICEF also supported the scaling-up of migrant children registration systems in Jiangsu Province.

UNICEF led technical support to pioneering efforts by the Leading Group on Poverty Reduction of the State Council to identify and analyse the multiple dimensions of child poverty. Following child poverty surveys, Hubei province has designed regional poverty reduction plans which target child poverty. The Government of China has asked for UNICEF support child poverty analysis, plans and programming to reach more of China’s poorest children in Jiangxi Province. UNICEF support to child–focused poverty reduction plans with the LGOP have been complemented by a partnership with the National Development Research Centre of the State Council. UNICEF technical assistance included provision of recommendations on how to design M&E indicators that cut across health, education, social protection and welfare to track the implementation of the new Five-Year Plan for Basic Public Services Delivery. This will mean a policy level commitment to doing more to end child poverty, which translates into increased incentives and capacity for central and subnational government to track whether the finance is reaching services for children and to measure the impact of public spending on child development.

UNICEF is supporting NWCCW to pilot the implementation of China’s National Plan of Action for Children. Seven counties have developed local plans to address core childhood challenges, such as prevention of birth defects, nutrition, sanitation and left-behind children. This resulted in strengthening of mechanisms to ensure sectors work together to bring the right combination of services to children and the development of the capacity of partners to advocate for more focus on child poverty at county level. This project included setting up community-based child protection mechanisms and social emotional care for the left-behind children in boarding schools. A guideline and operational manual on how to involve child’s participation are under developed and will be ready by mid-2015. As a result, implementation of the plans will be better able to adapt to the specific needs of groups of children.

**OUTPUT 1** By 2015, research, policy analysis and recommendations and pilots contribute to improved Government policy frameworks, laws, national plans and policies on child poverty, social assistance models, budgeting and social welfare for children that are child and gender-sensitive and increasingly evidence-based.
Analytical Statement of Progress:
The Government of China has made a commitment to increase investment in children in both poverty reduction and social protection policies. UNICEF has accordingly engaged in several processes of reform with the greatest potential to improve their lives of the poorest children. Through building a strong relationship with GoC, UNICEF-supported evidence has been reflected in poverty alleviation and social protection policies, which will ensure that policy delivers better services for the most deprived children.

China’s social protection continues to evolve. UNICEF engagement in social protection reform can support the government to ensure that reform upholds the rights of all children to live free from poverty. UNICEF China convened global and national expertise to advise the development of the Interim Measures of Social Assistance. The Interim Measures are an important step towards a social assistance system that is unified. For the first time, services critical for children including education grants, financial assistance for health costs, housing grants, employment support, and temporary assistance for the poor, have been brought together in legislation. UNICEF proposals to improve the draft version recommended: 1) integration of each element into the social assistance programme; 2) design social assistance programmes to build the human capital of poor children; 3) take into account social and economic development trends in China, like urbanization and migration. As a result of these recommendations, migrant children in urban areas have the opportunity to apply for an education grant through the school they attend, rather than via their place of residence (hukou).

UNICEF is supporting research for the MCA on the nutritional status of urban poor children aged under five. The research will generate evidence which ensures that the nutritional situation of poor children living in urban areas is taken into account by policy makers and planners to support the right to nutrition of these children.

The Conditional Cash Transfer (CCT) Project continued to be implemented in 15 counties of Yunnan, Gansu and Sichuan provinces in 2014. The planned results of the project are: to pilot the use of CCTs in UNICEF MCH project areas to test whether uptake of a core set of prenatal, delivery and postnatal services can be improved; to identify the most appropriate (and cost-effective) size of CCT payments in order to increase uptake and improve MCH outcomes; and to engage with partners to assess whether the design and implementation of CCTs in China can support delivery of policy goals for children. By December 2014, 7,507 pregnant women and children under one year had enrolled in the project, with a total of around US$359,000 in subsidies received by project beneficiaries. As a result, these children will have a better chance of early development and the evidence will be gathered to assess the potential impact of a scaled CCT programme in China.

OUTPUT 2 By 2015, research, policy analysis and recommendations and pilots contribute to better aligned institutional responsibilities, resources and incentive structures for the equitable realization of the rights of children and women in China.

Analytical Statement of Progress:
UNICEF continued to support national partners to determine how to implement the national policy framework for children, for poverty reduction and for social protection. Policy analyses and studies have been concluded, including a mid-term review of the 12th Five Year Plan for Basic Public Services. Through UNICEF technical support, a monitoring and evaluation system which tracks impact on children and studies which establish the costs of expanding a successful model of child welfare, based on village-based child welfare directors, child protection ideologies and financing support centres for street children was proposed. Work was completed to assess
financing sustainability for universal medical insurance for all, and determine the Expanded Programme of Immunisation financing effectiveness. The knowledge gained from these activities have provided the evidence base for changes or improvements in national guidelines and policy and financing standards of the GoC. As a result, policy makers are making choices about resource allocation and assessing performance based on a greater understanding of how public money can deliver the best returns by investing more in children.

UNICEF also aims to support the GoC in ensuring that resource allocation promotes equitable outcomes for children, regardless of where they live. Jointly supported by MoF and UNICEF, a study on public financing for migrant children to access compulsory education found that a considerable number of migrant children are still deprived of the basic right of free compulsory education. The study showed a substantial gap in public resource allocation exists between migrant children in public schools and those in private migrant schools, which leads to a gap in academic achievement. Local governments have implemented different financial initiatives to support migrant education, with substantially different impact on migrant children’s access to, and quality of compulsory education. The study recommended that the central and provincial governments should more expenditure duties related to migrant children, to ensure that they were not denied equal chance of a quality education. Some of UNICEF’s policy proposals were taken up in urbanization and fiscal reforms. For example, central financing to supporting all children’s education in cities increased, regardless of residential status, and the gradual expansion of an electronic students’ registration system will help government to budget for the educational rights of all children living in urban areas. As a result, finance for quality education should be available for more of the poorest children living in urban areas.

UNICEF supported MoF (in collaboration with MCA) to assess how well policies to protect children living on the street were working. A review of the operation and financing of child protection centres identified challenges and inefficiencies, and proposed an alternative approach of outreach and community-based foster care for children. The review recommended a performance-based transfer formula to increase the efficiency and effectiveness of financing for vulnerable children collected from street. This should mean that children get better services.

UNICEF contributed to the development of State Council’s Opinion on Furthering Hukou Reform – eliminating further the barrier of hukou – or residential - status to equitable access to basic services. UNICEF supported policy analysis for the National Development Research Centre on extending public services to all urban residents. The policy research provided evidence on progress achieved, identified the ways in which of urban residents without urban hukou status (including children) were being denied services and summarised what it would take to extend basic services to all residents in cities of various sizes. The UNICEF-supported research proposed the development of a reform road map and policy framework. The NDRC used this analysis to submit to the State Council’s General Affairs’ Office. The State Council issued an ‘Opinion on Further Hukou Reform’ in July 2014, and used UNICEF advice in the section on public services for migrants. Core messages from the NDRC study were included, particularly with respect to reform of the residence certification system, and universal provision of basic public.

UNICEF supported a study tour to the USA for high level officials from All Child Women’s Federation, MCA, Ministry of Agriculture and NPC members working on women’s rights to learn about practical measures to ensure women’s land and property rights.
OUTPUT 3 By 2015, Government capacity in monitoring and implementation of the CRC and CEDAW, NPA-Children and NPA-Women is strengthened, with a focus on the rights of poor and vulnerable children and women.

Analytical Statement of Progress:
In 2014 UNICEF continued to support the implementation of the Convention of the Rights of the Child, the Convention on the Elimination of All Forms of Discrimination against Women (as well as the National Plan of Action for Children. A Seminar on the Follow-Up of Concluding Observations on the CRC Periodic Reports of China was convened in Beijing in June 2014, was attended by representatives of 15 ministries responsible for CRC implementation, officials working at the human right treaty bodies and renowned experts of human rights law. Participants discussed China’s obligations under the international conventions. Relevant ministries reviewed recommendations from the concluding observations as a result implementation will be undertaken in advance of the next periodic reporting to be submitted in 2018.

Support to NWCCW NPA pilots in 20 counties continued in 2014. UNICEF also helped NWCCW develop guidelines on child participation.

OUTPUT 4 Human Resource

Analytical Statement of Progress:
UNICEF provided human resource to help the organization contribute to the achievement of other results within the programme component, or across Programme components in the country programme of cooperation

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

Analytical Statement of Progress:
The partnership between the National Health and Family Planning Commission and UNICEF builds on how results from a small number of UNICEF pilot areas led to national policy changes, and subsequent scaling up of interventions led to results for children and pregnant women: China has eliminated maternal and newborn tetanus and eradicated polio, and achieved near universal salt iodisation, hospital delivery, and vaccination coverage.

In spite of tremendous progress, great inequities continue to exist. To reduce inequities in under five mortality rates (an eight-fold difference between rich and poor provinces is observed), UNICEF has worked with NHFPC to develop a national child survival and development strategy, in line with A Promise Renewed. A national menu of child survival interventions was also developed, which will guide the development of provincial CSDSs. Key interventions were also included in the 13th Five Year Plan. Application of the Lives Saved Tool indicated that the greatest mortality reductions can be achieved with essential newborn care, the introduction of vaccines against Haemophilus type b and Streptococcus pneumonia, and nutrition interventions. A costing study was initiated and national child health expenditure assessed. In line with global, regional and country priorities, pneumonia and diarrhoea control was prioritised in 2014. In addition to child survival, there is increasing attention to early childhood development, where NHFPC and UNICEF are taking the lead to develop an integrated early childhood development programme, which aims to address the major determinants related to nutrition, health, sanitation, early stimulation and child protection in four poor counties in Shanxi
and Guizhou.

UNICEF continued to support an impact study of the provision of YYB, the soy-based multiple micronutrient powder, accompanied by communication activities in two poor counties. After one year of implementation, regular coverage of YYB reached 99 per cent, with 79 per cent of children receiving YYB in the previous 24 hours, and anaemia rates decreased from 71 per cent to 48 per cent. Following these encouraging results, YYB is now targeted for scale up in more than 300 poor counties, and included as one of the key interventions into the IECD project.

While China advanced rapidly towards universal salt iodisation experts are now concerned about over-iodisation. A study tour was conducted to review Canada’s salt manufacturing and an international iodine deficiency disorder meeting was held in Beijing, yielding a wealth of expert advice and a consensus statement on how to move forward with China’s universal salt iodisation. A study tour to Brazil guided the further development of China’s birth cohort in Taicang County, Jiangsu Province, which aims to establish trends data on the effects of early infant and young child feeding on the development of non-communicable diseases, genetic origins of disease, care-seeking patterns for nutrition services, and to support improved future nutritional and early childhood development policies.

China achieved elimination of maternal and newborn tetanus in 2013 and retains its polio-free status. Measles elimination is targeted for 2015. UNICEF continues to support NHFPC in effective vaccine management, and Expanded Programme on Immunization (financing. Coordination mechanisms to identify and register migrant children have been developed, but a large measles outbreak confirmed implementation remains a major challenge. Communication for Development guidelines for the National Immunization Programme were developed with technical input from UNICEF, and in two subsequent rounds of training, the C4D methodology was applied to EPI activities targeting provincial and county level EPI project managers. In response to the low demand for EPI services from ethnic minorities and migrants, different strategies on improving vaccination coverage were adopted, including outreach, household visits, and school entry vaccination. Results of a UN Foundation-supported C4D campaign in nine provinces was also successful in changing care seeking behaviours.

UNICEF continued to raise public awareness on child injury prevention through innovative promotion activities, attended by senior government officials and UNICEF celebrity ambassadors, and disseminated through social media. After its introduction in 2005, the child injury prevention project has been scaled up to six districts in Beijing, 17 counties in Jiangxi, and 2 cities in Jiangsu province. A policy review, assessing the extent to which internationally recommended and evidence-based interventions are reflected in China’s laws, rules, regulations and local policies and plans, revealed that one third of evidence-based international child injury interventions were not reflected in laws and policies. Based on successful experiences in pilot areas, a National Child Injury Prevention Action Plan was drafted by a national expert group with technical support from UNICEF, which was formally submitted to the National Working Committee for Children and Women for further internal review by ministries.

OUTPUT 1 By 2015, maternal and child health inequities are reduced and intervention coverage is improved through increasingly standardized and evidence-based health policies, communication for development (C4D) approaches, service delivery and monitoring & evaluation (M&E).

Analytical Statement of Progress:
During the country programme, UNICEF has supported standardised surveys on dietary intake of pregnant women in rural areas, as well as data analyses and literature reviews to gather
evidence on the necessity of multiple micronutrients supplement in poverty areas. In 2013, a new standard on micronutrient supplementation of pregnant women was developed with the support from UNICEF and submitted for approval to the relevant decision making authority. The food safety expert committee of NHFPC consolidated comments from experts and food companies and held a final discussion on December 18-19, 2014, and the standard on micronutrient supplement is expected to be published in early 2015. This will help address anaemia rates in pregnant women, which can be as high as 80 per cent in poor rural areas.

UNICEF provided support to monitoring and evaluation of the distribution and uptake of soy-based multiple micronutrient powder (Ying Yang Bao-YYB) in Qinghai province. After one year of implementation in project counties, the proportion of children receiving YYB grew to 99 per cent. The proportion of children who were fed YYB within the last 24 hours was 79 per cent. The anaemia prevalence in Huzhu County, a YYB intervention county, was 71 per cent during the baseline survey, and decreased to 48 per cent after one year of implementation. The results further demonstrated the effectiveness of YYB in poor areas of China. As a result, YYB is now targeted for scale up in more than 300 poor counties, and included as one of the key interventions into the IEC project. A “Monitoring and Evaluation and Action” (M&E&Action) model was developed. For example, when it was found that more than 50 per cent of caretakers of children were illiterate, pictorial advocacy material was developed.

While China advanced rapidly towards universal salt iodisation (USI), experts are now concerned about over-iodisation. A study tour was conducted to review Canada’s salt manufacturing and an international iodine deficiency disorder meeting was held in Beijing, yielding a wealth of expert advice and a consensus statement on how to move forward with China’s USI programme.

A study tour to Brazil guided the further development of China’s birth cohort in Taicang County, Jiangsu Province, which aims to establish trends data on the effects of early infant and young child feeding on the development of non-communicable diseases, genetic origins of disease, care-seeking patterns for nutrition services, and to support improved future nutritional and early childhood development policies. The study tour was an excellent example of South-South collaboration, which will be further explored in collaboration with the Brazil country office.

OUTPUT 2: By 2015, immunization inequities (in particular on hepatitis B, polio and measles) are reduced, and intervention coverage is improved in vulnerable groups through increasingly standardized and evidence-based immunization policies, C4D approaches, routine service delivery and M&E.

OUTPUT 3: By 2015, maternal and child health inequities are reduced and intervention coverage is improved through increasingly standardized and evidence-based health policies, communication for development (C4D) approaches, service delivery and monitoring & evaluation (M&E).

Analytical Statement of Progress:
Between 2000 and 2010, China’s under five mortality rate (U5MR) and maternal mortality ratio (MMR) decreased with an average annual rate of reduction of respectively 4.9 per cent and 7.9 per cent, respectively. Achievement of Millennium Development Goals 1, 4, and 5 are on track nationally. However, in spite of the tremendous progress, disparities continue to persist. In order to help reduce these inequities, UNICEF worked with NHFPC to develop a national child survival and development strategy (CSDS), in line with A Promise Renewed, and a national menu of child survival interventions, which will guide the development of provincial CSDSs. Key
interventions were also included in the 13th Five Year Plan. Application of the Lives Saved Tool indicated that the greatest mortality reductions can be achieved with essential newborn care, the introduction of vaccines against Haemophilus type b and Streptococcus pneumonia, and nutrition interventions. A costing study was initiated and national child health expenditure assessed. These studies will contribute to a better understanding of child health financing needs in China.

In line with global, regional and country priorities, pneumonia and diarrhoea management was prioritised in 2014. The strategies proposed in the recently released UNICEF Global Action Plan on Pneumonia and Diarrhoea were introduced. A training of trainers was conducted targeting provincial and local level health providers from 35 Integrated Maternal and Child Health Project sites for training in pneumonia and diarrhoea control strategies, MCH counselling with counselling cards, and communication skills.

OUTPUT 4 UNICEF provided human resource to help the organization contribute to the achievement of other results within the programme component, or across Programme components in the country programme of cooperation.

OUTPUT 5: By 2015, nutrition inequities are reduced and intervention coverage is improved through increasingly standardized and evidence-based multi-sector nutrition policies, C4D approaches, service delivery and M&E.

Analytical Statement of Progress:
After its introduction in 2005, the Child Injury Prevention project has been scaled up to 6 districts in Beijing, 17 counties in Jiangxi, and 2 cities in Jiangsu province. In 2013, UNICEF worked with 161 schools in Beijing, 171 schools in Jiangxi and 108 schools in Jiangsu to introduce child injury prevention teaching materials.

In spite of small scale successes in UNICEF child injury prevention pilot areas, the mortality burden of injuries is still 5 times higher in rural areas and twice as high among children affected by migration. Moreover, disability is seven times more prevalent in rural areas than in cities. Recent re-analysis of the Jiangxi survey, using a provincially-representative, population-based sample of 98,385 Chinese children under age 18, investigated the relationships between socioeconomic status (SES) and child injuries. The results indicate that the incidence of non-severe injuries is similar across wealth strata, but the odds of injuries resulting in hospitalization or permanent disability were 1.3 times greater and the risk of fatal injuries were 3.5 times greater in the lowest SES strata.

UNICEF, in collaboration with its implementing partners, thus continues to raise public awareness on CIP through innovative promotion activities, attended by senior government officials and UNICEF celebrity ambassadors, and disseminated through social media. A policy review, assessing the extent to which internationally recommended and evidence-based interventions are reflected in China’s laws, rules, regulations and local policies and plans, revealed that one third of evidence-based unintentional child injury interventions were not reflected in laws and policies. This will serve as a basis for advocacy to make existing policies more child injury sensitive and possibly introduce CIP interventions not yet introduced in China.

Based on the successful experiences in pilot areas, a National Child Injury Prevention Action Plan has been drafted by a national expert group with technical support from UNICEF, which was formally submitted to NWCCW for further internal review by ministries. This plan, relating to the goal of NPA for Children 2011-2020, is intended for national ministries and local
governments. It will be used as a government policy document to clarify the responsibilities of different departments, as well as to request the government to engage CIP in local working plans.

OUTCOME 3 By 2015, children aged 0-18 years, especially the poor and vulnerable, will benefit from improved access to and delivery of quality early learning, basic education, and non-formal education and from supportive policies and systems

Analytical Statement of Progress:
All Outputs are on track with only one target constrained due to lack of funding. For all three key programme areas – early childhood development, Basic Education and non-formal education - UNICEF has been successful in utilizing evidence from pilots, technical expertise and a positive relationship with the MoE to inform improved national policies and standards and support implementation in some areas. This enables increased access to improved quality education for poor and vulnerable children aged 0-14.

For ECD, the MoE has taken the UNICEF “Learning Story” methodologies on board as a useful tool for supporting Early Learning Development Guidelines implementation. UNICEF further supported ELDG dissemination by posting the Guidelines on various websites, including the UNICEF-supported ECD parenting portal website, which was accessed by 1.5 million users, as well as ECD kiosks in 240 schools in 5 poverty counties. A related innovative development was the finalisation and releasing of the parenting portal app for mobiles. UNICEF also supported MoE to begin the development of national guidelines for assessing the quality of ECD services, based on the ELDG. UNICEF supported the development of daily schedules in kindergartens for disadvantaged children and finalisation of an essential equipment list for them. Both guidelines are set to be released by MoE in 2015. Work on the Child Friendly Kindergarten curriculum with MoE has also moved forward in 2014 with video resources for story-based school readiness curriculum and for national and local training completed. The resource package to improve rural early childhood education teachers’ quality of teaching and care, piloted by UNICEF and includes 19 handbooks with audio-visual materials for group and independent study, will support MoE with large scale training of rural ECE teachers required to meet huge expansion of ECD. The resource package was revised and is under final editing before printing and large scale dissemination to teacher training institutions in early 2015. UNICEF was requested by MoE to support devising a set of professional standards for kindergarten principals, in light of the pivotal role of principals in the success of ECD centres, and a draft was finalised. Ongoing work on piloting the innovative IECD project for children aged 0-3 years has reached 80 villages, with expansion to another 80 planned for 2015. The ultimate aim is to raise the status of the 0-3 age group on China’s agenda and inform policy and service improvements for this age group. In addition, the piloting of ECD (0-3) support for migrant children in 40 communities is making steady progress through community-based ECD centres. UNICEF’s work and successes on ECD was shared internationally at the Asia Pacific Regional Network for Early Childhood and an International Symposium on Cutting Edge Research of ECD in Nanjing. Other work on knowledge sharing involved the adding of research data on ECD and other key Education topics on MoE’s knowledge website, mostly through the summer intern programme, and further work on the rural ECE teacher training baseline study.

For Basic Education, the key achievement is the UNICEF-MOE Child Friendly School standards, which UNICEF has been working on with MoE since 2006 including piloting them in schools in disadvantaged counties, have been fully adapted and promulgated as China’s Management Standards for Compulsory Education Schools. UNICEF is supporting the development of the professional development standards for rural boarding school principals,
which will also be informed by CFSchool standards. At the national level, UNICEF completed the SMILE project that supported 3,300 Science and Mathematics teachers in grade 3-5 to improve their teaching and learning, and the METRU teacher training project that used mobile resource teachers to provide school-based training in 578 schools ending in December 2015, are being taken on board by MoE to inform their planning for their next five year national teacher training programme.

Significant work continued on providing a demonstrative model of CFSchool implementation in schools, encompassing all four dimensions of the CFSchool Framework in China. The work on social emotional learning a key CFSchool domain, led to the further adaptation of a seven-theme SEL curriculum and a draft school SEL self-review tool, devised by Chinese SEL experts, with support from UNICEF and international experts. In 2014, teachers in 250 pilot schools were trained on implementing the themes and begun piloting SEL in their classrooms in October. A very successful international SEL conference was held in November to share experiences on the SEL programme since 2012, and learn about SEL programmes from international SEL experts. A CFSchool activity on physical education led to the development of a PE teacher training resource package, trialled by 1,050 PE teachers from 342 rural primary and secondary schools. Education in emergencies and disaster risk reduction education, another aspect of a CFSchool, made significant progress with the finalisation of tools for emergency assessment and the national primary and junior secondary school safety management standards. To further support rolling out of CFSchools, UNICEF’s CFSchool baseline, to enable measurement of the impact of the strategies on learning, was finalised. It is hoped that the results will strengthen both UNICEF China and global advocacy efforts for CFSchool interventions.

For non-formal education, work on networking and life skills training for adolescents continued, with work beginning on a financial education module in 2014, bringing the completed sets of life skills modules to six. Their success already is demonstrated by reaching double the targeted number of adolescents. However, the major indicator of their success is the interest being expressed by MoE in possibly including them in the curriculum for all vocational schools nationally. This success emerged from the building on the strong relationship with the department of vocational education in MoE during the year.

**OUTPUT 1** By 2015, educational policies addressing elements of the Government's Education Reform agenda covering equity and quality of education for poor and vulnerable children are strengthened and supported.

**Analytical Statement of Progress:**
Work to provide information and knowledge to policymakers to improve policy review and implementation through disseminating results of policy research, facilitating a knowledge exchange program, initiating policy dialogue and strengthening the national Education Management Information System continued in 2014.

UNICEF’s five-year target of completing 10 policy research of acceptable quality by 2015 is on track with six policy completed and substantive progress made on three others. This includes further work to analyse Census Data to support the UN Equity and Education Policy Brief, with a draft of the brief was available at the end of 2014 for an internal UN review meeting. The English draft was finalized at the end of 2014, and the Chinese draft will be further reviewed in 2015. The Baseline Study of Rural Early Childhood Education was conducted and reports with data on child development, school environment, teaching methods and parental involvement will be merged into one final report in 2015. The assessment on the impact of child friendly schools on children’s learning performance and development is also on track, and the baseline tools for
assessing a school’s child friendliness and the testing tools for children’s learning performances in math and science was completed in March 2014, and the report is now finalised. As part of this, significant work was also conducted to develop and pre-test the self-review tools for project schools to measure their own child friendly schools standards in 2014. The results from the above-mentioned research have been shared with project counties and the MoE, along with UNICEF China’s implementing counterparts to inform ongoing project work.

Based on solid long-standing demonstrative work and the evidence on CF Schools promoted and supported by UNICEF since 2006, the UNICEF-MoE Child Friendly School Standards have been fully adapted and promulgated as China’s Management Standards for Compulsory Education Schools since August 2014. The newly adapted standards kept not only the four key dimensions developed by the UNICEF-MoE Child Friendly School Standards focusing on inclusiveness, gender equality, effective teaching, safer environment and participatory leadership, but also highlighted the teacher support mechanism and systemic school governance. This aims to promote child-friendliness across all primary and secondary schools in China, so that equitable and all-round development of every child can be achieved. To support schools’ implementation of the standards, UNICEF provided technical support to the development of a user-friendly operational guidebook with the Department of Basic Education. Once available, it will be uploaded with the standards document to the MoE’s website for wide use. Continued policy work focused on the most vulnerable children in rural boarding schools is also on track. Following the UNICEF-MoE CF Schools framework, UNICEF is supporting the drafting of professional development standards for rural boarding school principals, together with the Department of Teacher Affairs. Given the importance of the standards in governing rural boarding schools, the DTA has included them in its “standardized agenda” and is determined to promulgate them nationally once finalized in early 2015.

Evidence generated from UNICEF’s long-standing support to the Teacher Support System and Mobile Education Resources and Training Unit areas of providing interactive, sustainable and relevant teacher training and teaching support for the hard-reached school teachers was highly noted and recognized for further policy development by MoE. The experience from TSS and METRU helps form the foundation as DTA develops the next five year in-service teacher training programme for rural teachers working in the most disadvantaged areas, including areas catering to ethnic minority children and children from remote and poor areas.

Work on knowledge-sharing and exchange continued in 2014. While the UNICEF-MoE cooperative programme agreed to increase its website viewership to 500,000 unique views during the 2013 Mid-Term Review, the parenting portal and the ELDG website alone has received a cumulative 1.5 million views by 2014. The Knowledge Exchange Website was enriched in 2014 with not only additional studies, but also UNICEF-developed games to improve learning in maths, science and Chinese language. Knowledge exchange work also included support to the UNESCO National Commission to conduct with its partners an International Symposium on Cutting Edge Research of ECD, which brought together global researchers and academics. To create an enabling environment for strengthening SEL component of the broader CF Schools framework, an international seminar on SEL and Improvement of Basic Education Quality was held by UNICEF with Beijing Normal University, MoE and its leading national technical support office. Keynote presenters from UNICEF-MoE SEL Project Group and expert presenters from UK, USA, Australia, Hong Kong and Taipei addressed key lessons learnt about implementing SEL in schools both theoretically and practically. About 150 participants from more than 20 provinces attended the seminar and actively participated in the discussions. In 2014, knowledge exchange was also extended to supporting participation in ECD conferences in Russia and the Philippines to share China’s experiences.
In 2014, improving data quality continued to be a key working area, particularly improving the capacity of statisticians at the county level. Based on two years of training given to county-level statisticians, the framework for a set of training materials was developed and will be further refined through next year’s training. In order to promptly and accurately provide international education indicators to UNESCO annually, an online submission system based on the categories of international educational indicator is being developed.

OUTPUT 2 By 2015, education systems addressing elements of the Government’s Education Reform agenda covering equity and quality of education for poor and vulnerable children are strengthened and supported.

Analytical Statement of Progress:
The 5 year target of developing national level indicator indices, educational standards and planning tools for wide use has made considerable progress in 2014. Work on developing national standards and indicators for school quality and learner quality, and applying these to monitoring and directing school performance and improvement remains on track.

Regarding school supervision, UNICEF has continued its support to improving child-centred and quality-oriented school supervision system in China, and the professional skills of school superintendents. In early 2014, the School Supervision Office of the State Council (SSOSC) announced provisional measures on inspecting and supervising the significant emergencies in the education sector in order to strengthen schools’ and educational authorities’ accountability for children’s safe and healthy development. In March, UNICEF supported the training of 80 local school superintendents from its five pilot project areas as a follow-up to the first batch of training provided in December 2013. The follow-up aimed to advance the superintendents understanding of child-centered and quality-oriented educational development and assessment policies, and to strengthen their professional skills in school-based, formative and directive school supervision and guidance. As China’s school supervision and inspection aims to focus on the school and the teaching, the SSOSC indicated the urgent need to strengthen professional classroom teaching inspection skills of its 80,000 local school superintendents, who will then serve 250,000 primary and secondary schools through a clustered approach.

In response, UNICEF supported an international seminar on school supervision in Fuzhou City, Fujian Province, with SSOSC taking full leadership of the organization and coordination of the seminar. More than 80 provincial and county-level school supervision officials from 30 provinces in China actively communicated with the principal school inspectors from the Ministry of Education in France through a knowledge and experience exchange and on-the-spot classroom observation. Based on all five pilot areas’ demonstration work to develop school supervision and assessment indicators and operation procedures in the past three years, the SSOSC has delegated the Shanghai Academy for Educational Science to synthesize the national-level school supervision and assessment system and the operation procedures, to ensure they are basic and practical for all primary and secondary schools in China. This continues to be under UNICEF’s support, with an aim to having this on-line system finalized by the end of 2015, and used for a wide-range of education and school inspection, and to inform high-level decision-making.

Development of two documents related to rural boarding school management and improvement remained on track in 2014. The Management Standards for Rural Boarding Schools neared finalization in 2014. More inputs related to ensuring rural boarding school children’s positive learning environment, safer environment and child individual safety were added to the standards
framework after an in-depth professional consultation in May. The Professional Standards for Rural Boarding Schools also progressed significantly, including several rounds of technical review and revision, as well as face-to-face consultation and discussion with rural boarding school principals and local education administrators from six western provinces of China. The Professional Standards have been submitted to the MoE for review, with finalization in early 2015 for use by rural boarding schools and relevant training institutions. UNICEF will continue to support the development of training and implementation manuals to support the implementation in 2015.

Furthermore, research and practical experience suggest that the kindergarten principals play a pivotal role in ensuring the quality of ECE services. The MoE approached UNICEF for support on developing a set of professional standards for kindergarten principals, which have now been drafted by the consultant group from Northeast Normal University and reviewed by the national expert group. The standards are under final revision and are expected be ready for field trial in early 2015.

OUTPUT 3
By 2015, elements of the government early Education Reform agenda covering equitable expansion of quality ECE services and family- and community -based early education services are strengthened with policies and tools for monitoring and capacity building of teachers.

Analytical Statement of Progress:
Based on UNICEF experience in ECD for the most disadvantaged children, significant achievements were made in supporting MoE with national ECD reform policies and tools.

UNICEF supported the MoE with piloting ELDGs (3-6 age group), released in 2013 across China, especially in disadvantaged counties, following the national training workshops. The ELDGs are posted on various websites, including that of the MoE and China National Society for Early Childhood Education (CNSECE). In the second ECD Action Plan that started in 2014, the national ECD administrators focused on promoting the use of ELDGs to enhance the quality of the ECE services by adapting more systematic approaches, such as the “Learning Story” methodologies being piloted by UNICEF. A national “Learning Story” training workshop was subsequently conducted in November. UNICEF supported the MoE to begin development of national guidelines for assessing the quality of ECE services provided by kindergartens (and preschools), which are based on the ELDGs. As a part of this, the draft construction standards were also completed. UNICEF also supported the development of daily schedules for kindergartens, informed by those who serve the most disadvantaged children, which is under final revision. An essential equipment list for kindergartens is under further revision based on comments from the field. All of these documents will be released by MoE as national guidelines in 2015. A technical team to study internationally-adopted ECD instruments and quality standards was identified and organized to further support normative work.

Considerable progress has also been made in ECD teacher capacity building. Over the past four years, UNICEF has supported the MoE in devising a resource package for large scale training of rural ECE teachers to address the issues that emerged from rapid ECD expansion in light of the shortage of well-trained ECD teachers. This resource package, which includes 19 handbooks with audio-visual materials for group and independent study by rural ECE teachers, was revised by the CNSECE, and is under final editing before printing. It will be available for large scale dissemination to teacher training institutions in early 2015. Two leading research institutions in China are collaborating to conduct a study to assess its effectiveness and document experiences and lessons learned.
Work on the Child Friendly Kindergarten curriculum with MoE moved forward in 2014. A national training on CFKG was successfully held, and the local training on the curriculum implemented. In addition, video resources to go with the story-based school readiness curriculum, which is part of the overall CFKG curriculum, were also developed. The video resources were used in CFKG training in Zhong County, and will be used in other pilot counties in 2015.

In order to provide continuous and accessible support for kindergarten and preschool teachers to improve their pedagogical skills, UNICEF begun initial discussions with the Open University in China to design, test, and implement an online professional course on ECE.

The IECD project being piloted in four most impoverished counties of two western provinces (Shanxi and Guizhou) to provide 0-3 year olds, their families and the communities they live with health, early stimulation and child protection services, also made progress. The services are provided by village-based ECD centres and clinics, with technical support from county-level Mobile Resource Units composed of health, early stimulation and social work professionals. In 2014, such services were set up in 80 villages, including early stimulation services provided through the village ECD centres and play groups. It is planned that the services will reach 80 more villages in 2015. In addition, 40 communities in three provinces (Hubei, Hunan and Hebei) are piloting support mechanisms for parents of 0-3 year olds through community-based ECD centres. In addition, the ECD for Migrant Children project, serving 700 children in four kindergartens of two districts, has made steady progress in trialling innovative approaches to better serve vulnerable children of migrant workers.

The ECD parenting portal (http://yuer.cbern.gov.cn/) which was released and piloted in 2012. The offline version of it – the ECD kiosk – was developed in 2014 and piloted in disadvantaged communities that have no Internet access. This allows illiterate parents and grandparents access to ECD parenting information through audio-visual materials. More than 1.5 million independent users have used the ECD portal. Furthermore, the ECD portal app for smartphones was developed and released during the 2014 National ECD Advocacy Month. The three versions of the ECD portal present easy-to-understand information about parenting, in the form of short cartoons and video clips with subtitles. The information covers care of newborns and infants, nutrition, disease prevention, and early stimulation for 0-6 year olds.

**OUTPUT 4** By 2015, a package of interventions that enhance the relevance, social emotional climate and quality of education is successfully piloted in primary, junior secondary and boarding schools catering to children from vulnerable communities

**Analytical Statement of Progress:**
UNICEF continued to support the demonstration of an integrated Child-Friendly Schools (CFSchools) programme, through projects that promote the core dimensions of inclusion, emotional well-being, physical health, quality teaching and learning, child participation, and safety, particularly for vulnerable children in China.

Work is progressing to develop a tested model of social and emotional learning (SEL). Following rounds of training and the development of draft training materials in 2013, further training and materials were produced in 2014. The training materials for school leaders and teachers was further fine-tuned in early 2014, and a first draft of all seven chapters of the SEL curriculum for Grades 1 to 6 was prepared, along with a manual on implementing the curriculum. A second round of national training, focused on curriculum materials, was conducted in mid-2014, followed by provincial and county level trainings on applying the materials in the 250 pilot
The two major programme interventions to improve interactive teaching and learning continued successfully in 2014. The SMILE final project achievements were celebrated at its closing meeting in late 2014, including: the finalization of the conceptual framework for the implementation of learning, innovation, and practical skills as outlined in China’s 2020 Education “vision document”; exploration and trailing of effective teaching methods for science, language and math curricula for grades 3 to 5; development and distribution of a series of teacher training manuals, guidebooks, and individual and group learning game materials to 250 project schools across five counties; and increase of education administrators, teachers and parents’ awareness and acceptance of the teaching methods and materials through a series of meetings and workshops. All 3,300 Chinese, Math and Science teachers for grades 3 to 5 across the 250 project schools were trained on the teaching methods and continue to integrate the methods into their daily practice as observed and coached by resource teachers. The MoE and provincial education bureaus noted their intention to move forward with rolling out the developed materials to a wider number of schools across the country. For example, in November 2014, the Chongqing Municipal Education Commission and its provincial educational institute Chongqing Academy for Education Science, organized more than 100 subject teaching sessions supporting staff from all 40 districts in the municipality. The Deputy Director-General of the Chongqing Municipal Education Commission recommended that all districts learn from Zhong County, specifically in the areas of strengthening training and support for teachers as proven effective by the SMILE project.

The METRU project continued to support systems of teacher training and onsite teacher support mechanisms in six counties across Gansu, Sichuan and Yunnan provinces. In 2014, the project continued implementation in all 578 primary schools in the Sichuan and Gansu counties and the project in Yunnan expanded from supporting 38 schools to 87 schools. The systems of support continue to target improving classroom teaching and language-sensitive, culturally-appropriate pedagogy, thereby improving quality of learning and teaching for ethnic minority children in particular. Guidance Manuals for teachers were finalized in 2014, including a training manual on linguistic and culturally-appropriate response pedagogy, and a Teacher’s Guidebooks on the Total Physical Response method.

UNICEF’s longstanding work with the MoE on teacher training support, such as through the METRU programme and the previous cycle’s work on Teacher Support System (TSS) was highly-noted and recognized in 2014. The Department of Teacher Affairs (DTA) has used the work to help form the basis for the next five-year in-service teacher training programme for rural teachers working in the most disadvantaged areas in China, including areas catering to ethnic minority children and children from the most remote and poor areas of China.

As part of capitalizing on ICT possibilities, a set of video games for teaching Chinese, Math and Science curricula is in the final stages of editing. These will be incorporated into subsequent teacher training, along with a set of video-based teacher training programmes that cover inquiry-based learning activities on the three subjects, which will be distributed to project schools and uploaded to the internet for increased accessibility. In early 2014, a set of teacher training
material on use of ICT in the classroom was also printed and disseminated to five project counties in earthquake affected areas.

To improve rural children’s physical health through schools, work is on track to develop a training resource package and series of strategies for the effective and relevant training of rural PE teachers. In 2014, two technical support agencies, Beijing Education College and the Capital University of Physical Education and Sports, developed a physical education (PE) teacher training resource package that was trialled during a national Training of Trainers workshop involving 16 county-level trainers from eight counties across eight provinces in central and western regions of China. The resource package was further refined during eight subsequent county-level PE teacher training workshops organized from July to October 2014, involving 1,050 full-time and part-time teachers from 342 rural primary and secondary schools. In order to further verify these draft training resources and to prepare for their roll out to a wider platform for use in 2015, UNICEF supported the two technical support agencies to conduct a field survey in the eight counties in late 2014. Based on field survey results, a national-level conference will be held by the MoE in 2015 to recommend the finalized training resources for use in strengthening rural PE and rural children’s physical health.

OUTPUT 5 By 2015, on-line courses and networking projects for young people’s preparedness for school to work transition, responsible family life and citizenship are piloted and available for replication

Analytical Statement of Progress:
Progress on providing adolescents with information on life-skill based courses on financial management, reproductive health and climate change through online and offline channels is on track. Between 2011 and 2014, over 20,000 adolescents have been trained and directly benefited from the life-skill based courses on Career Guidance and Development, Interpersonal Skills and Communication, Independence and Self-Management, Information Technology and Life Skills for girls. In 2014, a new course on financial education was under development.

At local level, by closely working with the education system and Chinese Association of Science and Technology, a mechanism on reaching adolescents facing different situations was also developed and further strengthened. At the policy level, a close working relationship with the Department of Vocational Education under the MoE was further built upon in 2014. The Department are working on further developing and rolling out the modules nationally to all vocational education schools. This close partnership creates conditions for greater policy impact of programme. Strong progress was made in the past four years in institutionalizing the new approaches and tasks to create a good basis for future sustainability and replication.

Progress on the target of reaching adolescents through social networks to increase awareness on risky behaviours (smoking/drug abuse/adolescent health/HIV-AIDS) and environment and climate change is on track. To date, there are 7,000 requests from adolescent users regularly involved in using the QQ network (online chatting software) established to support the youths trained in the activities mentioned above.

Between 2011 and 2014, four “Driving Dreams” Adolescent Development Forums have been held in Beijing, bringing together 300 adolescents from 20 national poverty counties of 10 provinces and autonomous regions. During the forums, the facilitators, together with youth development experts and young people themselves, explored three major themes in heated discussion on youth and leadership, school to work, rural to urban, climate change and youth participation. In 2014, a formal network of youth mentors was institutionalized to systematically
provide a supportive environment for adolescents. A highly innovative new smart phone application on life skills for girls is ready for implementation, which will allow more adolescents to discuss the issues related to their life in the transition periods.

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

Analytical Statement of Progress:
UNICEF continued extensive support to building government capacity in emergency preparedness and disaster risk reduction in education. Tools for rapid emergency assessment were finalized based on consultation with an external expert team and are ready for trial. Following the preparatory work done in 2013 on developing the rapid assessment tools for emergency response, the MoE organized an expert meeting on May 2014, in which a group of external experts were invited to review and comment on the draft tools and working guidebooks. Based on the comments from the experts, the working group based in Sichuan University updated the tools and guidebooks, and integrated the tools into a working manual for educational administrators and school head teachers. The MoE also sent the tools to some disaster prone provinces for consultation, and finalized the tools based on wide consultation.

In addition to the finalization of these tools, UNICEF and the MoE also agreed to combine the available good practices on holistic school safety (safer school construction; school safety education and management; child centred risk assessment and planning for schools) available in the country and globally into a training manual for educational administrators, aiming to introduce educational administers with a package on school safety. The outline of the manual was developed and agreed upon between UNICEF and the MoE, and the development of the manual began in June 2014. The expert team from Sichuan University will submit to UNICEF and the MoE the first draft of this integrated package by mid-February 2015.

A new target on the development of national standards/guidelines/operational manuals for promoting school safety was added during the mid-term review on 2013. The planned activity in 2014 was to support the ongoing finalization of the national primary and junior secondary school safety management standards developed by the Department of Basic Education under MoE to make it more user friendly and child-focused. The standards are being finalized after several iterations, and they will be trialled out in three pilot areas and promoted nationally in early 2015.

OUTPUT 7 UNICEF provided human resource support through this 'Intermediate Result' with the funds utilized to mainly help the organization contribute to the achievement of other results within the programme component, or across Programme components in the country programme of cooperation.

OUTCOME 4 By 2015, vulnerable children in China benefit from improved access to family and community-based child protection services and a supportive policy, legislative and institutional framework for child protection.

Analytical Statement of Progress:
Building on the work done in advancing child protection in China in previous years, further advancements were made in strengthening the child protection system in 2014. With regard to the policy, legislative and institutional framework, three key documents are in the pipeline:

- The Family Violence Law which provides special protection to children was published by the State Council for comments at the end of November;
• The Child Welfare Regulation which will be ready for submission to the State Council in 2015, and;
• The Joint Opinion on Family Violence drafted by the Ministry of Public Security (MPS), the Supreme People’s Procuratorate, and the Ministry of Justice, the key national law enforcement and judicial branches of China, which is likely to be issued in early 2015.

UNICEF provided support to the development of all these documents, including assistance for field visits and national and local consultations to inform the drafting, to technical assistance and advocacy. A highlight in this process was the International Expert Roundtable jointly organised by the UN Family Violence Task Force – co-chaired by UNICEF – and the All China Women’s Federation which brought together around 100 national and international legal experts as well as representatives from civil society organizations, and produced a technical report with specific recommendations and fact sheets which was submitted to the State Council to assist in the drafting process of the Family Violence Law. All three documents, once adopted, have the potential to contribute to an improved policy, legislative and institutional framework for child protection in China.

Further institutional strengthening was supported through the issuance of the Guideline Opinions on Promoting Social Work in Emergencies by the Ministry of Civil Affairs which demonstrated its usefulness when social work agencies were quickly mobilised to provide services after the Ludian earthquake in August 2014 through the government purchasing services. A Knowledge, Attitudes and Practices study, conducted by the China Centre for Disease Control supported by UNICEF, on the health sector and child maltreatment underlined the need to strengthen the capacity and awareness of providers in this sector. Additionally, to strengthen capacity of service providers within the system, UNICEF supported MCA in the development of a service guideline and a training manual for community-based child welfare service provision, a toolkit for community health workers to identify cases of child maltreatment, a manual for social workers on IECID, and the documentation of good practices and lessons learned on providing social work services to children in contact with the law, which will assist in shaping the service standards and guidelines in this new social work area.

UNICEF work also continued to strengthen the justice for children system. Two pilot sites were identified to implement the Joint Opinion on Dealing with Child Sexual Offences that was released in 2013. With support from UNICEF, the Supreme People’s Court will also use the sites to experiment with a more holistic approach that involves government departments outside the justice system to prevent and respond to child sexual offences. UNICEF also supported the SPC and Beijing Children’s Legal Aid and Research Centre to document the juvenile justice policy development and practices over the past 30 years, particularly following the entry into force of the revised Criminal Procedure Law in 2013 with the inclusion of a special chapter on the procedures for juvenile criminal cases. Police officers from 24 provinces were trained in child-friendly investigation procedures with support from UNICEF; and SPC judges participated in a regional workshop on justice for children which provided an opportunity to strengthen the partnership with SPC to expand similar training to justice professionals in China to build a more child-friendly justice system.

Five different types of child protection and welfare models continued to be implemented by MCA, ACWF and the National Working Committee for Children and Women in over 130 sites across China with UNICEF technical assistance. These are providing useful information on the value of social work, child and family welfare services, child protection coordination mechanisms and collaboration with other sectors, such as health and education. Strengthening of capacity of service providers through training workshops, onsite coaching sessions, mentoring and
monitoring to provide quality services to the most vulnerable children and their families remained a key feature of the models and contributed to a steady improvement of the quality of services. However, there is room for improvement to ensure the quality of the services, the identification of children at risk of or affected by violence, abuse and neglect, the availability of referral services and the inclusion of the most vulnerable children which requires more emphasis on outreach. The models have also demonstrated a further need for policy development, particularly in protecting children who are experiencing violence, abuse or neglect at home from their caregivers. At the same time, the models have contributed to increased awareness on the need for child and family welfare services among national and local authorities and policy makers, leveraging ownership and resources locally.

OUTPUT 1
By 2015, policy, legislative and institutional frameworks are strengthened to better protect children from violence, abuse, neglect and exploitation, prevent family separation, assist children without parental care and protect children in the justice system.

Analytical Statement of Progress:
UNICEF continued to support the drafting of a number of key policies and legislation providing technical assistance to MCA to further develop the draft Child Welfare Regulation to be submitted to the State Council in 2015, and supporting the National People’s Congress (NPC) to conduct national and local consultations to feed into drafting of the family violence legislation.

To capitalize on the momentum created by the inclusion of the family violence legislation in the NPC legislative agenda, UNICEF jointly with other members of the UN Family Violence Task Force and ACWF, co-organized an International Roundtable. The event gathered around 100 national and international legal experts as well as representatives from civil society organizations and produced a technical report with specific recommendations which was submitted to the State Council. The draft Law, made public for comments in November, explicitly states that special protection is given to children, which is especially elaborated in relation to child victims who come into contact with the police. UNICEF is collaborating with other members of the UN Task Force to submit a consolidated document with comments on the draft.

UNICEF also continued to support ACWF in campaigning for ending violence against children especially in light of the Family Violence Law and of the End Violence Campaign, to make the “invisible, visible”. As part of this, UNICEF launched a new video with UNICEF’s National Ambassador Chen Kun and a video to underline UNICEF’s six strategies to address violence against children.

In liaison with the US Centres for Disease Control, UNICEF supported China CDC to prepare for a national violence against children survey, which is planned to start in 2015. In order to generate evidence on the cost implications of child maltreatment to society, UNICEF supported the National Development and Resource Commission to conduct a study on the Health-related Economic Burden of Child Maltreatment in China, to be finalised early 2015.

UNICEF supported the participation of two judges of the Supreme People’s Court (SPC) and a social worker in a regional workshop on Responding to Violence against Children in Contact with the Justice System, organized by United Nations Office of Drugs and Crime and UNICEF EAPRO. UNICEF China is exploring with the SPC to translate international instruments and good practices into the China context and deliver such trainings for more justice professionals in the future to build a more child-friendly justice system.
By 2015, the availability and delivery of family support and community-based child protection mechanisms and services better prevent, identify, report, refer and assist children victims of violence, abuse, neglect and exploitation; prevent family separation; provide family-type out of home care for children without parental care and children with disabilities; utilize community resources, including those for the elderly; and explore the possibility of establishment of care networks for rural left-behind children and migrant children.

**Analytical Statement of Progress:**
UNICEF continued to support the strengthening of family support and community-based child protection mechanisms and services demonstrating models that increase access to and improve the quality of child welfare and protection services.

The 21 regular Child Friendly Spaces continued to deliver rights-based and community-focused child friendly services across nine provinces. The quality of services has steadily improved through capacity development activities, such as two nationwide Child Protection Training and Experience Sharing Conferences with over 200 governors, provincial and prefecture Working Committee for Children and Women officials, and CFS staff from 31 provinces. Child Protection Committees are operational in all 21 pilot communities, enhancing community child protection services and serving vulnerable children and families, thereby making progress towards establishing a child protection mechanism at the community and district/township level.

Five CFS in Ya’an and three CFS in Yiliang proved their great value by providing a supportive environment and building cohesion for children after earthquakes, and have evolved from safe spaces introduced in an emergency context into fully-fledged community-based children’s service centres serving over 11,000 children and their families. In addition, immediately after the Ludian earthquake in August 2014, five new CFS, benefiting 4,660 children and their caregivers in three counties affected by the earthquake, were set up to offer psychosocial support and community-based child protection services with accompanying mobile outreach services.

The social work information platform in earthquake-affected Lushan, Ya’an is fully operational. Developed in coordination with the MCA, the platform serves as an information sharing and capacity building hub for local social work agencies to improve their services to children affected by the earthquake. The MCA will adapt the model to future disaster affected areas for a better coordination and mobilisation of resources.

In UNICEF’s anti-violence against children pilot project in Huaning, Yunnan Province, progress was made towards developing an effective and practical multi-sectoral prevention and response model. Each local government agency has specified their child protection responsibilities in the form of a key performance evaluation document.

UNICEF also continued to support the IECD demonstration model (Health, Education, Child Protection and Social Policy), and MCA’s community-based child welfare service pilots and child protection pilots (reforming street children protection centres into government-led bodies for coordinating child protection and welfare services).

To strengthen capacity and quality of local child welfare and protection professionals and services, UNICEF supported the development of a number of tools, including a manual for social workers on IECD, child-friendly investigation procedures, and a service guideline and training manual for community-based child welfare services.

**OUTPUT 3** UNICEF provided human resource support through this 'Intermediate Result' with the funds utilized in this IR to mainly help the organization contribute to the achievement of
other IRs within the programme component, or across Programme components in the country programme of cooperation.

OUTCOME 5 By 2015, women, children and young people in China are better protected against the spread and impact of HIV and AIDS.

Analytical Statement of Progress:
In close collaboration with central and local level counterparts from government institutions and civil society, UNICEF has worked to strengthen HIV/AIDS-specific interventions and move towards equitable and gender-sensitive programming. Based on a strategy of linking upstream and downstream interventions, UNICEF aims to promote effective policy development and effectiveness in going to scale. The concurrent facilitation of grassroots interventions and support to the development of guidelines, plans and policies has proven most effective to improve interventions, initiate innovative activities and promote appropriate legal framework development.

Counterparts from government institutions and civil society conducted expert consultations, meetings, field visits and policy briefs to support the development of policies and action plans aimed at improving service delivery for HIV/AIDS prevention, care and support. This support contributed to the development of HIV/AIDS-specific and sensitive policies and action plans including:

- A policy proposal on follow-up of people living with HIV/AIDS;
- A policy proposal on HIV prevention services for adolescents in universities;
- Recommendations for China’s next five year AIDS plan recommendations on core areas of 2015 actions for central members of the State Council AIDS Working Committee;
- A policy proposal on cash transfer and sustainable social support to children without care givers;
- The revised framework for the Child Welfare Act;
- An implementation plan for 46 counties to develop community child welfare directors for better services to the most vulnerable children;
- The 2014 child welfare report, and;

Strengthening family- and community-based care for children affected by HIV/AIDS was promoted through grassroots-level interventions and national advocacy and social assistance in the development of guidelines, plans and policies. Implementation and analysis of interventions in project areas led to a better understanding of local needs and best practices crucial to guide policy development and interventions going to scale. Early infant diagnosis was officially rolled out in the UNICEF-supported project sites, with 68 per cent of HIV exposed infants who received EID by the end of October 2014, and national paediatric treatment and social protection reached over 3,000 children from 30 provinces/municipalities with free paediatric AIDS treatment and social economic support.

The national PMTCT programme reached about 5,400 HIV+ pregnant women, 78 per cent of whom received three antiretroviral interventions. The communication campaign for family-like support for children affected by AIDS was scaled up to 25 provinces with over 3,000 children receiving support. Around 70,000 children from 120 project villages received assistance from village welfare directors who facilitated the provision and coordination of local social services, and a plan for 46 counties to implement the child welfare project with government funding was
Prevention of HIV among adolescents and young people has been further integrated into existing government and non-government systems that address adolescent issues and health issues, both at national and subnational levels. Experience and good practice on Youth Prevention are shared via the NHFPC information network (internet portal and WeChat social media platform). HealthWalk, the adolescent health mobile application piloted in Henan Province, was endorsed by the provincial government, health department and Youth League as an innovative way of engaging and reaching adolescent and youth.

Life Skills education for HIV and Drug Prevention in juvenile reformatories was scaled up in all juvenile detention centres for juvenile offenders at entry, mid-term and upon release. This is a collaboration between the China National Committee for the Care of Children, China Academy of Sciences Institute of Psychology and the Ministry of Justice, and with support of UNICEF in curriculum development and training of police officers. The Ministry of Justice has officially endorsed the curriculum with a circular issued within the juvenile justice system.

**OUTPUT 1** By 2015, Government policy, capacity and legal environment is strengthened to address children, young people and AIDS.

**Analytical Statement of Progress:**
UNICEF supported the development of policy proposals and recommendations with the State Council AIDS Working Committee Office (SCAWCO), the Ministry of Civil Affairs and the National Health and Family Planning Commission.

To further develop the policy to support people living with HIV/AIDS at the community level, SCAWCO, supported by UNICEF, organized information collection sessions with experts, civil society organizations, and government sectors to formulate a new policy proposal. UNICEF also contributed to the policy recommendation on sexual reproductive health education for adolescents in colleges and universities by supporting SCAWCO on information collection from the Ministry of Education, the Central Youth League, the NHFPC, as well as among adolescents. In addition, UNICEF contributed to the SCAWCO-coordinated planning meeting for the core action recommendations to 11 ministries and central government bodies on HIV/AIDS work in 2015. With UNICEF support, SCAWCO also carried out high level advocacy and planning trips to Henan and Guizhou provinces to advance provincial implementation of national policies, leading to increased awareness and action on HIV/AIDS at the local levels.

During the development process of NHFPC’s 2016-2020 HIV/AIDS Action Plan, UNICEF provided guidance and put forth recommendations on PMTCT, adolescent prevention, social protection and services for the most vulnerable women and children.

UNICEF supported the MCA to conduct expert consultations and an international vice-minister level study visit for child welfare and protection regulations. Field information was collected in seven provinces in order to support the development of policy recommendations on child welfare services and living allowances for children without caregivers, as well as the framework for the draft Child Welfare Act and the issue of guardianship.

A key bottleneck to the development and approval of policy proposals is the insufficient availability of national level funds, in particular, central funding allocation to vulnerable children and their families who are not directly affected by HIV/AIDS.
Organizational and structural linkages between central and lower levels (provinces, prefectures and counties) are generally weak and challenge efforts to stimulate and advocate for local development initiatives that target children and women affected by HIV/AIDS, as well as other vulnerable children.

OUTPUT 2 By 2015, children affected by AIDS and other vulnerable children in pilot sites receive improved access to social welfare services and family and community-based care.

Analytical Statement of Progress:
The UNICEF-supported national-level pilot programmes on Prevention of Mother to Child Transmission (PMTCT), paediatric care and child welfare achieved improved results in the project sites, and good practices have been expanded from these project sites to other provinces in the country. In the Yunnan project site, community care has increased the rate of early antenatal care (ANC) attendance, with HIV/HB/Syphilis testing increasing from 35 per cent in 2012 to 60 per cent in 2014. The locally-developed community worker management mechanism, as well as the good practices on community mobilization and support for timely diagnose and follow up on PMTCT adherence have been collected for further scale up. An additional 20 per cent of vulnerable women and their partners have access to timely treatment services in project sites, and good practices were developed on the prevention of unwanted pregnancies and the early initiation of anti-retroviral (ARV) treatment for HIV-positive husbands, in order to prevent sexual transmission among sero-discordant couples. To promote timely diagnosis for infants, UNICEF supported the development of the National Guidelines on Early infant diagnosis (EID) based on positive evidence on community support for EID generated from its project sites.

There was discussion within the government of the issues of PMTCT, ARV treatment for infants and HIV testing and treatment for adolescents. Field information was collected at the national level on the prevention of unwanted pregnancies, child deaths, early feedback and responses to infant diagnose, and counselling with adolescents living with HIV for better treatment adherence and safer sex. This was fed into various national consultation meetings, with topics including PMTCT standard operating procedures and guidelines update, early initiation of ARV treatment for infants, adolescent HIV testing and treatment, and development of national technical guidelines and local pilots on early initiation of treatment for children.

UNICEF’s support to village child welfare directors and China National Committee on Care for Children focal points allowed for provision and coordination of social protection and welfare services for vulnerable children and children affected by AIDS. This resulted in over 2,000 children registered into the “hukou” system and the medical insurance system, over 3,000 children received grants for formal and vocational education, and over 1,000 children from poor families received “dibao” cash assistance. The service provision and monitoring tools for child welfare services were updated based on local good practices from UNICEF project sites. The good practices and evidence generated also contributed to the third draft of the Child Welfare Act and the development of local child welfare action plans and social protection schemes for children without caregivers in 46 government-funded counties established by MCA and local governments. Key education and communication materials and tools were also developed to improve access to treatment and care for vulnerable children and women, including local language materials to mobilize pregnant women to avail free ANC services and refine tools for village welfare directors to conduct group activities and support social welfare coordination for children. UNICEF’s support also contributed to the 20 per cent increase in access to services for vulnerable HIV+ women.
Information sharing and advocacy initiatives supported by UNICEF included the release of the 2014 China Child Welfare Stocktaking Report, child rights awareness raising campaigns during Child Welfare Week, as well as online learning for project staff and publicity efforts through weibo, websites and newsletters. An on-line group application supporting instant message exchange enabled 74 child welfare directors with cellular internet access and 27 programme managers and experts to exchange information on a daily basis. Furthermore, an online child welfare ambassador campaign for children was launched to promote child participation, and a guide was developed for the children ambassador to learn and share information on social welfare services. A seminar on innovation for equity and the concept of barefoot social workers for children was also conducted, leading to increased awareness among policy decision makers on community based child welfare services.

OUTPUT 3 By 2015, young people in pilot areas, especially the most vulnerable, have increased access to HIV/Sexual and Reproductive Health (SRH) information and services.

Analytical Statement of Progress:
As per recommendation of the UNICEF MTR, further progress was made to establish a multi-channel interactive electronic communication and peer education platform to increase the knowledge of SRH and HIV/Sexually Transmitted Infections (STI) among adolescents and young people at risk for HIV, provide information on where to seek services, and monitor service utilization in pilot sites. These efforts are in response to the steady increase in the proportion of sexual transmission of HIV/STI and new infections among adolescents and youth (12.8 per cent among the 15-24 age group in 2012), low levels of service utilization, and low levels of condom use (under 30 per cent in pilot sites). The platform aims to address the issue of young people who are not reached through mainstream messages and services, and advance adolescent needs and rights not adequately addressed.

The China Centre for Health Education and NHFPC have enhanced the adolescent ICT platform to disseminate knowledge on HIV and SRH, and to strengthen adolescent networks. Counselling was provided to over 3,000 adolescents on HIV, STI and pregnancies via the hotlines, WeChat account, QQ chat group and the UNICEF-supported Blue-Red Ribbon health centres. In 2014, over 85,000 young people participated in HIV and SRH learning via community outreach, ICT portals in universities and vocational schools, and interactive HIV education sessions. Moreover, service referrals via WeChat, QQ and Weibo have helped adolescents and young people access early diagnoses of HIV, STI and HB.

Youth-stakeholder partnerships for sustainability have taken many forms based on local capacity and needs, with partners including the Blue-Red Ribbon health centres in cooperation with the Henan local government, the Youth League volunteer association in Shenzhen, private sector and community-based organizations in Beijing and Henan province, the Education Bureaus in Yunnan and Jilin provinces, and health providers in Yunnan province.

HealthWalk, an Android-based mobile application was developed and piloted in Henan Province, providing information on HIV/SRH and geographical information system (GIS)-based information on services and opportunities for adolescent to participate in community service activities. The information provided was based on a survey of 4,000 adolescents voicing their opinions on what they want. Since the launch in the third quarter of 2014, there have been over 5,500 registered users, both in and out of school, and 13 registered youth organizations. Over 20 national and overseas media have reported on the mobile application, reaching over 300,000 people. Henan’s provincial news outlet Dahe even hosted a World AIDS Day public counselling session with the Youth Ambassadors team. Over 40 adolescents and young people have
sought HIV counselling and/or testing via the mobile application. The application and the
interactive learning games have already been showcased at the MCA Non-profit Project
Exposition and the Guangdong National Charity Exposition. In 2014, using landmark dates to
promote safe sex and HIV testing with government, civil society and UN partners was also
explored. The Condom Promotion Campaign on “Chinese Valentine’s Day” in seven cities
reached over 5,000 adolescents, and 1.10 million adolescents online via leading traditional
media and social media platforms.

Working with EAPRO and in collaboration with UN partners in China, UNICEF supported the roll
out of NewGen, a leadership development course for adolescents. With the curriculum finalised,
21 young leaders from five young key affected population organizations across China have
been trained, and plans drafted for further rolling out the project at the community level.

In collaboration with CNCCC’s Child Development Centre, China Academy of Sciences Institute
of Psychology and the Ministry of Justice, UNICEF successfully scaled up life skills based
education for HIV and Drug Prevention in 32 juvenile reformatories. The Ministry of Justice
completed the final review and endorsed the curriculum in a circular within the justice system.
Subsequently, the monitoring framework was developed, and class module videos and
computer-based interactive games on HIV and drug prevention have been created.

OUTPUT 4 UNICEF provided human resource support to help the organization contribute to
the achievement of other results within the programme component, or across Programme
components in the country programme of cooperation.

OUTCOME 6 By 2015, children and women, especially in poor and rural areas, benefit from
improved drinking water quality, sanitation and hygiene, and from mitigation measures against
climate change and environmental degradation

Analytical Statement of Progress:
With continued investment from the government, non-government organizations and private
sector, the access of people to both improved drinking water and sanitation has continued to
increase in 2014. UNICEF has focused on sanitation and hygiene with efforts to reduce
disparities and address the identified bottlenecks. Through UNICEF technical support and
advocacy, indicators on access to water and sanitation were integrated into the national poverty
monitoring system of the National Bureau of Statistics, expanding the dimensions of poverty to
include WASH access. While studies showed that disparities of access to sanitation among
provinces started to decline from 2009 when the National Health System Reform was
implemented with central allocation specifically for rural sanitation, bottlenecks still need to be
addressed and improvements in WASH need to be advanced.

Based on the major bottlenecks to WASH improvements identified in China, UNICEF has
worked ardently to affect changes in WASH social norms with school headmasters, township
hospital directors, sector administrators of education and health, as well as national, provincial
and county level decision-making bodies relevant to the WASH-in-schools program, and
implementing partners from the township hospital project. Leveraging UNICEF’s township
WASH demonstration project, the government continued to invest in improving water and
sanitation conditions in rural township hospitals. The Community Approach to Total Sanitation
approach successfully triggered a community movement in 40 villages, moving towards Open
Defecation Free status. In addition, three key WASH indicators have been integrated into the
national “Implementation Guideline on Overall Improvement of Basic Operating Conditions for
Compulsory Schools in Poor Areas (2014)”, and funding for the improvements will be allocated
from national, provincial and county level based on local needs. Coordination among departments and ministries for WASH has also seen improvement for the reported period.

Handwashing with soap and use of toilet promotion have become a routine campaign on key government counterparts’ agenda, such as Ministry of Education and the National Patriotic Health Campaign Committee Office around Global Handwashing Day and World Toilet Day, as well as other occasions through public media such as television, Weibo (microblogs), WeChat (mobile app) and organized public events. Sanitation marketing was strengthened and more private companies have been mobilized to explore new sanitation products and mechanisms to meet the demand.

In 2015, UNICEF will continue to strengthen support to government to build evidence for the development of the 13th Five-Year Plan on WASH related programmes, through integrating best strategies, approaches and practices into the national policies and guidelines. UNICEF will also focus on building counterparts’ capacity around and beyond project demonstration sites to ensure the national guidelines, policies and good sanitation norms can be implemented smoothly in local areas, improving the efficiency of national programmes for WASH.

OUTPUT 1
By 2015, Government policies, standards and guidelines better address the water and sanitation needs of the most vulnerable groups and underserved regions, considering sustainability, climate change, environmental degradation and natural disasters.

Analytical Statement of Progress:
With the integration of global definition and standards of water and sanitation into the government’s major monitoring tools in 2013, surveys were conducted in 2013 and 2014 to feed information and findings into the global estimates of water and sanitation access, influencing trends in China and around the global. UNICEF advocated with the government for the inclusion of the post-2015 global targets and indicators on WASH into China’s monitoring systems and programme strategies.

A mapping study on the bottlenecks in access to sanitation services was completed in 2014, demonstrating that inter-provincial disparities have been reducing since 2010, in part due to the strong promotion and investment from both the central government and the sub-national authorities. The study also revealed that a strong government coordination body responsible specifically for sanitation is of critical importance. Moreover, key bottlenecks in WASH, such as low economic income in pro-poor regions and post construction maintenance and management of waste, are all closely linked to effective and efficient mobilization and norms establishment. The results of the study are being used for the ongoing development of a rural sanitation promotion strategy, which UNICEF is supporting, and will contribute to the development of rural sanitation programmes for post-2015 and the 13th-Five Year Plan.

To improve public awareness on sanitation and hygiene norms and behaviours, UNICEF encouraged the NPHCCO to carry out large scale campaigns, using both national and international days to communicate key messages. This led to the NPHCCO issuing an official document calling on sub-national sanitation authorities to organize meaningful events on Global Handwashing Day and the World Toilet Day in China. In support of the government actions, UNICEF supported the development of widely distributed World Toilet Day thematic posters and advocacy materials on toilet construction, maintenance and use. To influence government’s related programmes on the integration of sanitation and hygiene, UNICEF also conducted outreach to various government initiatives, such as the poverty reduction program, the national training programme to township hospital directors, provincial level sanitation practitioners and...
health education programmes for university students.

In 2014, UNICEF participated in and pushed forward the development of several key concepts, guidelines and policy documents. The WASH-led Whole School Environment Improvement Project achieved positive results in several project counties and provinces, and the concepts and WASH elements have been integrated into the governments’ school improvement programmes with plans for further scale up. Consultations on the guidelines for WASH-in-township-hospital construction were undertaken in all of China’s 31 provinces, municipalities and autonomous regions, with more than 30 selected pilot counties. The Guidelines are expected to be finalized and used for new investments in planning and construction projects around the country. The Guideline for the Water Safety Plan of China was finalized, and further testing and piloting will take place through government programming. The Guidelines are expected to be adopted by the Ministry of Water Resources, in order to strengthen the operation of rural water supply work during the 13th Five-Year Plan, and ensure safe drinking water supply in rural areas. Within UNICEF support for the China National Child Survival Strategy development, advocacy was undertaken to ensure that WASH interventions were integrated into the MCH intervention and training package.

UNICEF also contributed to South-South cooperation initiatives, such as sharing China’s experience in cold climate sanitation at various networking occasions, facilitating DPRK’s study visit to China to learn about coordination, planning and operationalization of sanitation, and training DPRK’s government officials and technical professionals on programming, design and adoption of sanitation technologies.

UNICEF and the Government of China are exploring new types of toilets for emergencies and for cold climates which will guide future interventions. Market surveys on standardization and compilation of sanitation products and promotion mechanisms will be initiated.

**OUTPUT 2**

By 2015, institutional and community capacity is increased in development and management of sustainable water, sanitation and environment in rural communities and schools.

**Analytical Statement of Progress:**

Forty of the 50 project villages claimed to have reached Open Defecation Free (ODF) status during the year, with 31 of these verified and awarded the title of ‘ODF community’. The celebration of the first batch of ODF villages was organized in 3 counties, and the promotional activities reached other townships and villages. This success was built on the previous years’ work including baseline development, networking, communication of the Community Approach to Total Sanitation (CATS) concept to authorities, development of CATS implementation guidelines and ODF standards, translation of CATS training manual into local languages, and Training of Trainers to establish facilitators.

The WASH-led Whole School Environment Project continued to build capacity for the education sector in implementing Child Friendly School WASH standards. At the project school level, 15 schools were equipped with latrines and handwashing facilities in 3 project counties, directly benefiting 11,400 school children. To standardize the water, sanitation and hygiene behaviour formation education in schools, the project rolled out the first batch of training for 50 head teachers in Guangxi, using the “Teacher’s Guidebook on WASH in Schools” for WASH behaviour change and formation, which will be replicated in other counties in the next few years. Capacity building was also conducted in schools and counties beyond the project sites through
training followed by experience exchange involving 50 counties’ education planning officers, accounting for 57 per cent of all counties in Guizhou Province.

The handwashing with soap campaign was conducted in all 330 project schools of the 13 project counties. With three project counties expanding the activities to all schools in their counties. 200 non-project schools joined the campaign during Global Handwashing Day. In the meantime, WASH education continued to be given routinely in project schools. In Chongqing municipality, more than 100 project schools started to organize supervised group handwashing before lunch. UNICEF also supported the scaling-up of training on WASH in township hospitals in all provinces in China. Additionally, 150 government officials at provincial, prefecture, and county levels, as well as personnel within medical institutions were trained on township hospital construction planning, WASH facilities design and construction, use of WASH advocacy tools, and mobilization of communities to build and use sanitary latrines to change social norms and behaviours. The response to the training was very positive, and it uncovered the fact that there is a lack of understanding regarding the importance of WASH at township hospitals among all levels of government agencies and there is no demand for WASH interventions at the township hospitals themselves. Piloting of construction, reconstruction and improvement of water supply, wastewater treatment systems, sanitary latrines and toilets, handwashing campaigns, medical waste collection and management facilities was expanded to another 10 township hospitals. Experts will conduct inspection of the piloting hospitals and communicate with local design institutions for devising technologies and patterns of WASH facilities.

OUTPUT 3 UNICEF provided human resource to help the organization contribute to the achievement of other results within the programme component, or across Programme components in the country programme of cooperation.

OUTCOME 7 By 2015, cross-sectoral support and operational functions, including supply and logistics, communication and planning, monitoring and evaluation, facilitate effective and efficient implementation of the Country Programme

Analytical Statement of Progress: On Track

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

Analytical Statement of Progress: On Track

OUTPUT 2 By 2015, efficient and effective planning, monitoring, evaluation and intersectoral support contributes to successful achievement of Country Programme results.

Analytical Statement of Progress: On Track

OUTPUT 3 By 2015, efficient and effective planning, monitoring, evaluation and intersectoral support contributes to successful achievement of Country Programme results.

Analytical Statement of Progress: On Track
OUTPUT 4 UNICEF provided human resource support to help the organization contribute to the achievement of other results within the programme component, or across Programme components in the country programme of cooperation.

OUTPUT 5 Rapid Emergency Response

Analytical Statement of Progress:
On Track

OUTCOME 8 Effective & efficient programme management and operations support

Analytical Statement of Progress:
Efficient and effective support service was provided in the areas of cash assistance, timely replenishment of fund for programme delivery, implementation of Vision and International Public Sector Accounting Standards. Planned results on office priorities, cost savings, simplifying business processes, enhancing staff skills and competencies and building staff morale were achieved

OUTPUT 1 Effective and efficient Governance.

Analytical Statement of Progress:
On Track

OUTPUT 2 Effective and efficient Management

Analytical Statement of Progress:
On Track

OUTPUT 3 Effective and efficient management

Analytical Statement of Progress:
On Track

OUTPUT 4 Fundraising: in-country private sector fundraising cost-efficiently generates quality funding to the Country Programme and, where applicable, contributes to global Regular Resources and/or Thematic Contributions funding for humanitarian programmes.

Analytical Statement of Progress:
On Track

OUTPUT 5 Sales: sales of cards and gifts, either via direct sales or licensing agreements, generates Regular Resources in a cost-efficient manner.

Analytical Statement of Progress:
On Track

OUTPUT 6 Private Fundraising

Analytical Statement of Progress:
On Track
OUTCOME 9 Development Effectiveness

Analytical Statement of Progress:
On Track

OUTPUT 1 Programme Coordination

Analytical Statement of Progress:
On Track

OUTPUT 2 Advocacy / Communication

Analytical Statement of Progress:
On Track

Document Centre

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<td>Statistics on Women and Children in China 2014</td>
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<tr>
<td>Developing Gender Statistics: A Practical Tool (Chinese translation)</td>
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<td>Education game kits</td>
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<td>Posters for the 2014 ECD advocacy month campaign</td>
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<td>ELDG parenting pamphlet</td>
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<td>Caring and Education of 0 to 3 Year Olds: Booklet for Parents</td>
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<td>UN technical paper: Recommendations from the International Roundtable on the Family</td>
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<td>Violence Legislation in China</td>
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<td>To Make the Invisible Visible (video) – part 2</td>
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<td>Essential Social Work Knowledge for Barefoot Social Worker</td>
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<td>Barefoot Social Worker Job Aid Q&amp;A</td>
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<td>IECD counselling cards</td>
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<td>Care for Child Development (CCD) and the video on CCD</td>
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<td>Monitoring Child Development in IMCH Context (Chinese translation)</td>
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<td>Material</td>
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<td>Mother’s booklet</td>
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<td>Video series on neonatal care</td>
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<td>Surveillance on Iodized Salt in China (1996-2011)</td>
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<td>Brochure of Qinghai Child Nutrition Improvement Programme</td>
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<td>Poster with child height ruler</td>
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<td>Guideline of Nutrition Security in Emergency (Government document)</td>
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<td>Training Material on ICT based Maths, Chinese and Science</td>
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