Executive Summary

In 2013, UNICEF continued to support China to achieve substantial results for children. The Office uses a well-established business model of “pilots to policy to results at scale,” in which UNICEF collaborates with national partners to implement a demonstration model, monitors for evidence of positive results for children, advocates for corresponding policy changes and/or replication, and then supports Government in policy implementation or scale-up with equity and to quality standards.

A UNICEF-supported impact study showed that a multiple micronutrient powder (Ying Yang Bao or YYB) provided to children (ages 6-24 months) in three poverty counties was highly effective in reducing anaemia rates, vitamin A and B12 deficiency and respiratory infections. Consequently, in 2013, the Government decided to scale-up the YYB interventions to over 300 ‘poverty counties’. UNICEF technical support also contributed to the development of a new national standard on micronutrient supplementation for pregnant women.

UNICEF contributed technical support to the Ministry of Education’s (MOE) development of the Early Learning and Development Guidelines for children 3-6 years of age, officially released in May 2013. This lays a solid foundation for developing national guidelines for assessing quality of early Childhood education centres and preschool educational norms. UNICEF and MOE worked to develop a locally-relevant, widely replicable model of social emotional learning (SEL), focusing on supporting rural primary and junior secondary day and boarding schools.

UNICEF also collaborated with the Ministry of Civil Affairs (MCA) to further develop local policy on child welfare for children without caregivers and increasing financial support for village child welfare director posts, leading to the scale-up of the child welfare model in Zhejiang Province.

Significant work was carried out to bolster positive social norms and behaviours, and provide practical solutions to improve the situation of children. UNICEF launched the 10m2 of Love digital advocacy campaign to encourage exclusive breastfeeding and increase the number of breastfeeding rooms in public spaces and workplaces across China, Since the June launch, the campaign registered nearly 350 breastfeeding rooms in 58 cities.

In December, China joined UNICEF’s global “End Violence” campaign, and in partnership with the All China Women’s Federation (ACWF) launched two important child protection initiatives: the "12338" national family violence hotline and the UNICEF-supported Community Response Toolkit for Violence Against Children which will guide community workers in 2,800 counties to provide appropriate services to prevent and respond to violence against children and women.

UNICEF continued to strengthen strategic partnerships in 2013, collaborating closely with the Ministry of Commerce (MOFCOM) on the Chinese Government’s participation in the 2nd High-Level Meeting (HLM) for Child Rights in Asia and the Pacific in India, and on China’s hosting of the HLM preparatory meeting in Beijing. Important new work with MOFCOM on South-South and Trilateral Cooperation (SSC) was initiated, including cooperation on a series of technical training programmes. UNICEF and the Government of China are exploring the possibility of an MOU on South-South and Trilateral cooperation.
UNICEF continued to benefit from strong longstanding Government partnerships, particularly with the National Health and Family Planning Commission (NHFPC), formerly the Ministry of Health, MOE, MCA, National Working Committee on Children and Women (NWCCW), Ministry of Finance (MOF), National Disaster Reduction Centre of China (NDRC), the Leading Group Office on Poverty Alleviation and Development (LGOP), the National Bureau of Statistics (NBS), the National Patriotic Health Campaign Committee Office (NPHCCO) and other important Government partners.

**Country Situation as Affecting Children & Women**

China is home to 279 million children, comprising 15 per cent of the global child population (2010). The child population as a proportion of the whole declined from 46 per cent to 21 per cent between 1964-2010. Over the same period, the sex ratio at birth (SRB) rose and remains high at nearly 118 boys born for every 100 girls. China is aging and increasingly male.

Translating growth into equitable outcomes remains a challenge. Despite China’s upper-middle income country (MIC) status and a US$5,680 per capita Gross National Income, disparities remain; the number of people in poverty remains high at 99 million.

Poverty in China disproportionately affects children: roughly 10 per cent of China’s population lives in poverty, while 25 per cent of children live in one of China’s 832 designated poverty counties.

China will likely reach Millennium Development Goals (MDGs) 4 and 5 by 2015. However, while the national infant mortality rate (IMR) and under-five mortality rate (USMR) dropped to 12.1 and 15.6 per 1,000 live births respectively in 2011, about 249,000 children under-five years died in China the same year. Moreover, child mortality rates in poverty-stricken areas outstrip the national average by over 50 per cent. Similarly, while the national maternal mortality ratio (MMR) was 26.5 per 100,000 live births (2011), MMR in eastern urban areas were as low as 1.2 per 100,000 live births, while in rural western Tibet and Qinghai, MMR exceeded 40 per 100,000 live births.

Sanitation and hygiene indicators are correspondingly poor: in poverty counties, household latrine and piped water coverage rates were 55 per cent and 40 per cent respectively (compared to a national average of 71 per cent and 61 per cent). Similarly, nutritional status of children in poverty counties are poor, with the prevalence of underweight and stunting at 8 per cent and 20.3 per cent respectively compared to 1.3 per cent and 3.4 per cent for urban children.

**Poor, remote, rural, ethnic minority areas:** While urban poverty is growing, China’s poorest and most disadvantaged children disproportionately live in rural and ethnic minority areas. Poorer quality public health services and access bottlenecks are contributing factors to elevated USMR and IMR for children in rural, poverty counties. In Shanghai, USMR and IMR are less than 4 per 1,000 live births, while in rural Xinjiang and Tibet, the USMR and IMR are both above 20 per 1,000 live births. Reported HIV infections and AIDS cases are also concentrated in rural Western provinces. While 55 ethnic minority groups comprise 11 per cent of China’s population, the mortality rate for ethnic minority children 0-10 years and 11-17 years exceeds that of Han children by over 50 per cent and 80 per cent respectively. Other types of deprivations include
inadequate access to quality education and social exclusion. Of China’s 10 million out-of-school children (aged 7-14 years), 65 per cent live in rural areas; the school attendance rate for secondary rural children is only 60 per cent. For children with disabilities, 80 per cent live in rural areas and only 72 per cent receive or complete nine-year basic compulsory education; a large percentage of these children also require medical assistance but are not receiving this support. A critical factor exacerbating these disparities is the significant gap in local public financing for rural public services which has a major impact on children’s survival, growth and development in rural areas.

**Children affected by migration:** Between 2000-2011, the share of China’s urban population rose from 36.2 per cent to over 50 per cent. Over 200 million people migrate from rural to urban areas, with about 36 million children migrating with parents. Adding to this are nearly 70 million children left in rural areas by migrating parents, which means that around 106 million children are affected by migration. Under China’s *hukou* system, because a household registration is required to access public services, children living outside their registration area face obstacles accessing public services. Migrant parents often opt to leave their children with relatives in home provinces, resulting in the large number of children living without the care of one or both parents. Almost 88 per cent of these children are rural-dwelling, and nearly 2 million of the rural left-behind children live alone.

**Unregistered births:** Birth registration in China is hindered by complex administrative requirements involving multiple Government agencies. China’s 2010 census revealed that almost 13 million children (0-17 years) were unregistered and likely to face barriers to social service access. Of these children, 86 per cent were five years old or younger, and nearly 70 per cent were rural-dwelling.

**Gender disparities:** While the national sex ratio at birth (SRB) is 118 boys for every 100 girls, some rural provinces have SRBs as high as 128:100. The 2010 census data show that IMR for girls exceeds that of boys. Based on the 2010 Census, China’s child population is 54 per cent male, with 21 million more boys than girls across the country and 34 million more males than females in the general population. These numbers raise serious concerns about prevailing social norms and discriminatory practices girls face, and conditions that can contribute to early marriage, trafficking and other forms of gender-based violence.

**Government Policy Frameworks:** The Government of China (GoC) is committed to more equitable growth and improving the situation of children, as reflected in national policy frameworks. In 2013, the GoC was one year into the new government administration and mid-way through its 12th Five-Year Plan (2011-2015) which prioritizes equitable access to basic social services and recognizes challenges faced by disadvantaged children, including migrant children, orphans and children with disabilities. In November, the Third Plenum of the 18th Central Committee of the Chinese Communist Party unveiled significant economic and social reforms, calling for improvements in income distribution and the delivery of social services, as well as narrowing rural-urban education disparities, promoting healthcare access, enabling equitable social service access via *hukou* (household registration) reform, and allowing couples to have two children if either parent is an only child. UNICEF China continued to build on the equity-focused aspects of GoC policy frameworks and reforms, providing technical assistance to support more equitable outcomes for children.
Country Programme Analytical Overview

The GoC and UNICEF conducted a Mid-Term Review (MTR) of the Country Programme of Cooperation in 2013, reviewing programme progress, performance, key strategies, emerging issues and future directions for the programme. The Review found that the Country Programme was responding to the needs of China’s most vulnerable and disadvantaged children, and that defined programme results remain fit for purpose.

The MTR concluded that the programme strategies being implemented remain effective. Specifically, the Knowledge, Evidence and Advocacy (KEA) strategy being implemented helped to strengthen the quality of and linkages between programme-generated data and evidence to support better advocacy for children. To support this, the Office put in place a mechanism to prioritize and improve the quality of studies, survey and evaluations (SSEs), involving a strategic prioritization process through a senior management review and approval process, and an quality assurance mechanism to improve individual SSEs (via peer review). Evidence and findings generated by SSEs are being increasingly used to support communications and advocacy work.

The MTR also recommended strengthening monitoring systems. The increased share of donor contributions, subsequent demand for more stringent reporting requirements, and corporate emphasis on the Monitoring Results for Equity System (MoRES), have accelerated this. Key steps taken to establish an Office-wide system for risk-informed programme monitoring included the development of: a programme monitoring system blueprint, standard operating procedures (SOPs) for risk-informed programme monitoring, tools, templates and checklists to support field monitoring, and the framework for an IT platform to feed field findings back into programme improvements. Work is ongoing to develop a Sharepoint-based platform to: facilitate the input, storage, use and analysis of programme monitoring data; streamline the feedback mechanism of findings from routine monitoring in the field for use to inform/adjust programming; and build UNICEF staff and implementing partner capacity to support programme quality monitoring.

Strengthening cross-sectoral programme integration emerged as a key theme of the MTR. More integrated multisectoral approaches were recommended to advance child rights and more effectively address child deprivations. For example, WASH interventions, critical to positive health, nutritional and educational outcomes for children, are embedded in UNICEF programmes involving schools and township hospitals. Similarly, social policy analysis to develop child-sensitive policies will support an enabling environment in all programmatic areas. Communication will increasingly work jointly across sector programmes, including using Communication for Development (C4D) to convey integrated messages and promote innovative approaches with programme partners. Given China’s MIC status, the value of UNICEF support is increasingly derived from its high quality technical assistance, rather than the quantity of funds provided.

To strengthen collaboration on key cross-sectoral areas not reflected in the Country Programme Action Plan Results Framework, new results on Gender, Migration/Urbanisation and South-South/horizontal collaboration will be added to the Cross-Sectoral Programme for 2014. Responding to key MTR bottlenecks and subsequent country programme prioritization processes, UNICEF-China outlined three strategic priority advocacy areas for 2014-2015: 1) birth/civil registration to enable public service access; 2) addressing child vulnerability through social protection and multidimensional approaches to child poverty, and; 3) combatting violence against children.
UNICEF Annual Report 2013 - China

Humanitarian Assistance
UNICEF provided emergency response and recovery support for two new emergencies in 2013: the Ya’an earthquake in Sichuan Province, and the Dingxi City earthquake in Gansu Province. UNICEF also continued follow up support for several less severe but significant prior emergencies, including the Yushu earthquake (2010) and Yiliang earthquake (2012).

Ya’an Prefecture, Sichuan: In April 2013, a 7.0-magnitude earthquake struck Ya’an Prefecture, killing some 200 people and injuring 12,000 others. The earthquake’s epicentre in Lushan County, along with neighbouring Baoxing County, Tianquan County and Yuchueng District were seriously affected.

UNICEF, with MOFCOM and sector partners, supported a range of assistance. To support continuity in basic emergency obstetric and neonatal care, UNICEF provided 670 pieces of essential medical equipment to hospitals in six counties, and provided maternal and child health (MCH) training to 1,200 local village doctors; this enabled access to improved MCH services for 21,000 pregnant women and 115,000 children under-five years. With UNICEF support, local cold chain and expanded programme on immunization (EPI) information systems were re-established in Lushan and about 99 per cent of affected children were vaccinated against measles, mumps and rubella and Hepatitis A. By 1 May, UNICEF had distributed 19 water quality testing kits to local Centres for Disease Control (CDC) in Lushan, Tianquan, Baoxing and Ya’an Prefecture, and by August, 20 latrines had been installed in severely-affected Longmen and Qingren townships, improving the sanitation for affected communities. Finally, UNICEF-NWCCW collaboration led to the reactivation of two Child Friendly Spaces (CFSs) and three new CFSs in Lushan, Tianquan and Baoxing counties. Six months after the earthquake, these five CFSs, equipped with trained community-based workers, provided psychosocial support, child development and protection services to 9,746 children and 4,900 parents.

Dingxi City, Gansu: In July 2013, a 6.6-magnitude earthquake hit Dingxi City in Gansu Province, resulting in 95 fatalities and 1,500 persons injured. The earthquake-affected counties are some of China’s poorest where per capita net income of local rural farmers is under US$500.

UNICEF provided 240 pieces of MCH medical equipment to three most-affected counties/districts, enabling essential MCH services for about 10,000 pregnant women and 57,000 children under-five years. To reduce post-emergency anaemia and stunting, UNICEF will work with affected areas of Min County to provide complementary food supplements aimed at reaching 2000 children ages 6-24 months in 2014.

Effective Advocacy
Mostly met benchmarks

Knowledge, Evidence and Advocacy: UNICEF undertook a strategic prioritization process to identify key results for children in China. The process identified three key results areas for advocacy in 2014 and 2015: the right to an identity and access to services; right to social protection and welfare; and right to a life free from violence. These priorities will guide programmatic work through 2015. UNICEF-China introduced standard operating procedures for quality assurance of UNICEF-supported research, studies, surveys and evaluations in 2013; this was done to ensure that SSEs have rigorous technical analysis and sound methodologies so that they can generate credible knowledge and evidence and thus support more effective advocacy for policy change or
In June, UNICEF launched the 10m2 of Love digital advocacy campaign to increase public 
and workplace breastfeeding rooms throughout China. The campaign addresses one of the 
most significant bottlenecks for exclusive breastfeeding: the lack of appropriate spaces to 
breastfeed for mothers returning to work. The campaign registered nearly 350 
breastfeeding rooms in 58 cities, launched a website/digital registration portal and 
smartphone locator app that has been downloaded over 2000 times. Campaign social 
media and digital communication recorded almost 1 billion simple-page views and 
252,000 high quality social media interactions. Weeks after the campaign, national media 
reporting on hospital Milk-Code violations was broadcast on State television (CCTV), 
signalling open season for news media throughout the country to investigate Code 
compliance.

In December, China formally joined UNICEF’s global "End Violence" campaign with the 
launch of two important child protection developments: the "12338" national family 
violence telephone hotline and the Community Response Toolkit for Violence Against 
Children. The China version of UNICEF’s "Make the Invisible Visible" public service 
announcement (PSA) was launched with the help of UNICEF-China Ambassador Chen Kun, 
as was a short illuminating documentary on the UNICEF-ACWF pilot project on community 
prevention/response featuring Ambassador Maggie Cheung. Within one month the 
campaign’s social media hashtag received more than 600,000 high-quality interactions 
(comments and re-posts) and media reports reached 155. Before the launch of the 
campaign, the All China Women's Federation received confirmation that the March 2014 
session of the National People's Congress would formally include a draft Family Violence 
Law on its agenda, signalling the possibility for major policy and legal reforms that could 
lead to legal child protection provisions on defining, preventing, responding to violence 
against children (VAC), and the legal prosecution of offenders.

Following the Ya'an earthquake in Sichuan, high-quality social media interaction (65,000 
comments and re-posts) were mobilized on key actions for children in emergencies. 
UNICEF started posting micro-blog content on this subject which was re-posted by 
mainstream media (People’s Daily) and several famous power bloggers. UNICEF digital 
advocacy also played a significant role in support of China's push to universalize Early 
Childhood Development (ECD). Social media content providing sound advice to parents on 
criteria for assessing quality pre-school programmes received more than 10,000 
comments and re-posts, and micro-blogs highlighting the significance of ECD growth and 
development milestones received more than 76,000 high-quality interactions.

**Capacity Development**

*Mostly met benchmarks*

Capacity development is a core UNICEF-China programme strategy for supporting the 
sustainability of national systems, policies, quality services, public and community-level 
attitudes and behaviours that work to improve the situation of children. In view of the 
existing strong capacity of Government and programme partners in China, the main focus 
of UNICEF-China capacity development efforts is providing technical assistance which 
brings international expertise, experiences, norms and standards adapted to the Chinese 
context for the consideration of programme partners. Given China’s middle-income 
country status, technical capacity development support increasingly has taken the form of
policy analysis, support to systems development, and improved quality of implementation.

As part of this strategy, UNICEF conducts capacity gap analyses for both duty-bearers and rights-holders during key points of programme planning. Capacity gaps that become apparent during the course of implementation following bottleneck analyses, are also addressed during implementation. For example, under the Water, Sanitation and Hygiene (WASH) Programme, it was recognized that a key barrier to maximizing the health and other benefits of hygienic sanitation was the need for greater financial support and better understanding of the critical importance of Communication for Development (C4D) components of the WASH infrastructural inventions, including community-level behaviour change. This will be addressed in 2014, with action research planned to generate evidence to build Government/institutional understanding on the importance of integrating C4D components and behaviour change interventions into WASH construction plans. Similarly, in education, UNICEF supported the Ministry of Education to develop a knowledge exchange website to bring best education-related practices from abroad to China. It features information on major topics such as child-friendly schooling, inquiry-based learning, disaster risk reduction (DRR) in schools, youth and skills development, teacher training policies, and governance reforms. This helped to fill a knowledge gap for duty-bearers in the education sector on international experiences in key areas of education, relevant to China. The knowledge website also shares China’s experiences with the world and is available in both English and Chinese. These are two examples of capacity development work which is central to UNICEF’s programme of cooperation. Additional examples can be found throughout subsequent sections documenting programme results.

The section below on ‘Service Delivery’ illustrates the key ways in which UNICEF has supported capacity development during different programme intervention stages under the framework of the “Pilots to Policy to Results-at-Scale” business model.

---

**Communication for Development**

*Partially met benchmarks*

UNICEF-China continued to strengthen capacity in Communication for Development during 2013 and ensure C4D approaches are mainstreamed within programme strategies, particularly MCH and HIV and AIDS. In early 2013 the programme formed two C4D cross-sectoral teams to support two major programme initiatives; 1) the Integrated Early Child Development project, involving the Health, Education, Social Policy and Child Protection programmes and 2) the Conditional Cash Transfer Project, involving the Health and Social Policy programmes. These cross-sectoral teams ensured that effective C4D strategies are at the heart of these two demonstration initiatives. C4D approaches were incorporated into the baselines and participatory rapid assessments in both cases. The teams ensured the development of appropriate communication strategies and materials including pre-testing. These two multisectoral initiatives are important, not only for the projects that they are contributing to, but also to help the programme team and partners build a body of knowledge and experience on C4D with “Chinese characteristics”. Government information channels and mechanisms remain very strong and “supply” oriented, while communication to stimulate demand for services is not widely practiced in China. However new social media platforms and new attitudes are driving rapid change and the UNICEF programme team is developing its capacity to make the most of these new opportunities.
Service Delivery

Mostly met benchmarks

Strengthening Government capacity towards improved equitable service delivery and a higher quality of services remains an important component of the UNICEF-China Country Programme. Over the course of 2013, UNICEF further refined its core business model of “Pilots to Policy to Results-at-Scale” in China, providing technical assistance to programme partners to support: the initial trialling of a development model under a demonstration or pilot site contextualized to China; monitoring progress and documenting evidence of the model’s effectiveness in advancing child rights to advocate for the adoption of corresponding policy changes or broad-based replication; and finally, if a policy change is adopted, supporting Government partners to implement the scale-up of reforms with equity and to good quality standards. In keeping with this business model, the country put in place a framework for a more systematic approach to programme monitoring in order to gather the necessary evidence on progress made in improving the situation of children within pilot sites. Continuous dialogue with programme and Government partners on both policies and implementation is a core modus operandi, and the provision technical assistance and tailored training towards national and local capacity building for service delivery to standards are central to this approach.

This approach is clearly demonstrated, for example, in joint UNICEF-NWCCW work on Child Friendly Spaces (CFS). UNICEF was able to show that CFSs established after the 2008 Wenchuan Earthquake provided valued community-based child protection and child development services that benefitted affected children; the value of the CFS was recognized by the Government which then subsequently decided to incorporate the CFS concept into its 2011-2020 National Programme of Action for Children’s Development and called for CFS replication in 90 per cent of communities in China. In the coming years, UNICEF will support this roll-out by providing further technical assistance and capacity building to support implementation to established standards and to address bottlenecks along the way. This is also reflected in UNICEF collaboration with the China Centre for Disease Control on the use of nutritional supplements known as Ying Yang Bao or YYB to address malnutrition in poor areas (described in detail in the reporting on progress on nutrition in this annual report). After the benefits of this micronutrient supplement to children were clearly demonstrated in several pilot poverty counties of Qinghai Province over a one-year period (supported by UNICEF monitoring of children’s nutritional status in project areas), provincial authorities chose to expand YYB distribution to all of Qinghai Province. The national Government plans to scale up YYB interventions in over 300 poverty counties throughout China. Again, UNICEF will assist the Government in its expanded scale-up over the coming years, with technical support to the delivery of these services with respect to both supply and local communication activities necessary to ensure proper uptake.

Strategic Partnerships

Mostly met benchmarks

Programme partnerships: UNICEF continued to strengthen its strategic partnerships with national counterparts. In 2013, UNICEF collaborated closely with MOFCOM on several important events, including on the GoC’s participation in the 2nd High-Level Meeting for Child Rights in Asia and the Pacific in India in October, as well as to organize the May
UNICEF’s partnered with ACWF on a major campaign on violence against children in 2013, launching a Chinese adaptation of the global PSA to End Violence Against Children, along with a newly-developed family violence community response toolkit which will guide community workers in 2,800 counties within China on community-based prevention and responses to VAC.

In addition, UNICEF worked closely the Government’s legislative body, National People’s Congress (NPC), providing technical support and facilitating national and local consultations to support the drafting of a proposed Family Violence Law, which is firmly on the legislative agenda of the NPC for development and finalization. UNICEF also collaborated with sister UN agencies under the UN Family Violence Task Force to advocate for a comprehensive family violence law, highlighting key aspects that strengthen the legal aspects of the protection of children, women and the elderly against family violence.

**Knowledge Management**

*Fully met benchmarks*

UNICEF-China continued to support the development of and generate improved-quality knowledge products, and assist in strengthening knowledge sharing mechanisms and capacities.

UNICEF and UNFPA work closely with the National Bureau of Statistics under a Data for Children project which facilitates the generation of demographic, social and economic data and statistics against National Programme of Action for Children (NPA) and other indicators. The database includes disaggregated data on children and women, and incorporates indicators which reflect key child-specific indicators (e.g., stunting). In 2013, 2010 national census data was made available to the project and the Office was able to produce its 2013 *UNICEF’s Atlas on Children in China* which provides a situation analysis of children in China, and provides valuable data and information on key relevant issues. The also generated a data pamphlet to communicate what this data means about children in China. This repository of data and information on children and women is a valuable resource for both Government partners and the development community.

UNICEF’s Education Programme developed a Knowledge Exchange Website in cooperation with the Ministry of Education, which provides users with English and Chinese summaries of studies and best practices on key issues in education and child development, including child-friendly schooling, inquiry-based learning, disaster risk reduction, and teacher training policies. The second continuing initiative is the UNICEF-MOE parenting portal ([http://yuer.cbern.gov.cn/](http://yuer.cbern.gov.cn/)) which provides parents and caregivers with practical information on how to care for children, including information on newborn/infant nutrition and healthcare, and early stimulation for children 0-6 years. In 2013, an off-line version of the portal (the ECD kiosk) was developed for remote areas without internet access and is being piloted in over 12 provinces across China.

UNICEF supports national partners to undertake research that advances knowledge, informs programming, and fills information gaps that contribute to supporting positive
change for children. Various research pieces were produced in 2013, adding to the body of knowledge and analysis available on children in China. To improve UNICEF-supported research, evaluations and other knowledge products, the Office put in place a Knowledge, Evidence and Advocacy strategy which includes quality assurance SOPs and mechanisms (e.g., including a peer review group) aimed at assuring a quality standard for research and evaluations.


Within China, UNICEF continued to maintain a computer-based knowledge management system to support easy reference of key country documents, research and other knowledge products. To improve internal learning and knowledge exchange in programmatic areas, UNICEF hosted monthly brown-bag forums, inviting international and national partners or experts to provide guest lectures on pertinent programme topics. Staff have access to knowledge resources via a subscription to the China National Knowledge Infrastructure electronic database platform which houses articles from over 7,000 academic journals in China ([http://cnki.en.eastview.com](http://cnki.en.eastview.com)).

### Human Rights Based Approach to Cooperation

**Mostly met benchmarks**

In 2013, the Committee on the Rights of the Child reviewed China’s Combined Third and Fourth Periodic Reports on China’s progress in implementing commitments under the Convention on the Rights of the Child. The Committee also engaged the Chinese Government delegation, accompanied by the UNICEF-China Representative, in a constructive dialogue at the 64th Session of the Committee on the Rights of the Child in September. Shortly afterwards, the Committee issued its Concluding Observations on China’s latest periodic reports. The CRC’s Concluding Observations and the child rights issues highlighted therein, provided a framework for further UNICEF discussions with programme partners to identify areas of progress on children that UNICEF can further strengthen and gaps where additional support may be needed. The Concluding Observations also contributed to the analysis, design and development of various UNICEF programme components.

Broadly, UNICEF programmes integrate a human rights-based approach into the design and implementation of programmes. In 2013, UNICEF underwent an MTR process and conducted bottleneck and barriers analyses in its various programme areas to assess constraints faced to equitable results as well as capacity gaps of duty-bearers and rights holders in programming. This bottleneck analysis approach, with a sharpened focus on achieving equitable outcomes for children is also embedded into the evolving programme monitoring system (which is grounded in the underlying human rights-based approach within MoRES).

### Gender Equality

**Partially met benchmarks**
In 2013, UNICEF programmes made some encouraging headway in promoting gender equality in 2013. Some highlights included:


- The innovative “10M2 Love” campaign was launched by UNICEF/Communications, aimed at creating a physical space for breastfeeding mothers to continue exclusive breastfeeding, particularly for mothers returning to work, and encouraging social norms conducive to breastfeeding.

- UNICEF technical assistance to the National Bureau of Statistics which routinely publishes sex-disaggregated data on population, marriage/family, family planning, employment, income and social security, education, health, social and political participation, justice and crime; gender-related concepts, and data by province. In 2013, an English translation of “Women and Men in China: Facts and Figures 2012” was published using the recent 2010 population census data. Data revealed gender gaps in different areas (e.g., child mortality rates) and will be used to support equity-based UNICEF programming.

- UNICEF cooperation with ACWF on protecting women’s land rights have contributed to the submission of a motion to the National People’s Congress (NPC), China’s top legislation body, using the evidence from UNICEF’s study and demonstration work in the field. UNICEF will continue to work with national partners to protect the right of women to own, use and profit from land and revenue interests, taking the opportunity of the ongoing land reconfirmation drive being conducted by the Ministry of Agriculture.

Internally, UNICEF-China underwent an internal programme gender review process which included two key steps. First, programme sections carried out an internal gender review to identify key gender issues, constraints and recommendations for future action, using the Gender Marker and other assessment tools in the core Gender Review package; this process was led by section chiefs and supported by gender focal points in each section. Second, a half-day workshop for all programme staff was held during which section chiefs shared their gender review results, and programme staff discussed five key areas of focus related to gender. UNICEF identified several strategies to achieve results on gender equality in 2014-2015, including mainstreaming gender in all aspects of UNICEF work, while focusing specific efforts on priority gender issues.

### Environmental Sustainability

*Partially met benchmarks*

In many areas of China, people are facing environmental and climate change issues such as worsening air quality; land and water contamination with heavy metals, pesticides and human waste; and increasing numbers of natural disasters such as droughts, floods, extreme weather conditions and severe typhoons and storms.

UNICEF-China does not have a stand-alone climate change or disaster risk reduction programme to tackle these cross-sectoral environmental issues and risks, but rather is working to integrate relevant DRR and preparedness into regular development programmes. Under the WASH Programme, climate change and environmental impact-related interventions are reflected in its various components. The WASH Plus-in-School
concept includes climate change and environmental education at all 330 project schools. Joint efforts with the Ministry of Education are being undertaken to develop a “School Beautification Regulation” involving school greening, beautification, energy saving and water saving activities to influence communities. The concept applies to both schools and hospitals, encouraging construction to use natural green materials rather than using man-made materials such as cement. Significant DRR work is also underway in UNICEF’s Education Programme with MOE (detailed under reporting on education programme results).

UNICEF-China collaborated with the Department of Climate Change from the National Development and Reform Commission, and in partnership with GIZ, ILive2Lead and other corporate partners, organized the 2013 International Youth Climate Change Summer Camp in Qingdao, China. More than 100 children from over 10 countries gathered in Qingdao and learned about the role of oceans in climate change, ways in protecting ocean resources, recycling and renewable energy. Participants were trained to be champions and equipped with tools to influence their peers back to their countries and communities.

As a member of the UN Theme Group on Climate Change and Environment, UNICEF-China contributed to joint UN initiatives such as the establishment of the UN China Sustainable Consumption Partnership and other activities in which agencies provided technical support on climate change and environmental issues.

**South-South and Triangular Cooperation**

South-South and trilateral work emerged as a major theme of the Mid-Term Review and as of 2014, UNICEF will include an Intermediate Result (IR) on South-South and Trilateral cooperation as part of the Cross-Sectoral Programme. In May 2013, UNICEF provided technical assistance to the Ministry of Commerce 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. The Ministry of Commerce subsequently asked UNICEF to help identify further topics that could be productively shared with others in the areas of health, education, child protection and social policy, for possible inclusion in the next round of training courses.

In the context of the China-Africa Health Programme, the China Country Office ensured that UNICEF was engaged in the Botswana-hosted China-Africa Health Cooperation Roundtable in May, and that the UNICEF Regional Director represented the Executive Director at the August Ministerial Forum on China-Africa Health. As a result of these meetings, UNICEF is planning to scope strategic engagement opportunities where there is potential for collaboration on health in Africa.

On a smaller scale, various UNICEF programme sections have organized study visits for Chinese officials to learn from the experiences of other countries, including developing countries.

During 2013 UNICEF-China also began negotiating a Memorandum of Understanding (MOU) on South-South and Trilateral cooperation, titled “An Expanded Partnership for Children”. This document is still being negotiated and it is hoped that this will be approved by both the Government of China and UNICEF in early 2014.

In preparation for an acceleration of activities in this area following the signing of the MOU, UNICEF-China has been informally exploring potential opportunities for trilateral
cooperation with neighbouring countries through several UNICEF Country Offices. Discussion are ongoing, but will not be formalised until after the Memorandum of Understanding is agreed and signed.
Narrative Analysis by Programme Component Results and Intermediate Results
China - 0860

PC 1 - Social policy and reform for children

On-track

PCR 0860/A0/04/701 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, Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) and the NPA for Children.

Progress: Three IRs encompassing a broad range of counterparts, sectors and approaches have contributed to progress towards the Programme Component Result (PCR) under the Social Policy and Reform for Children (SPARC) programme component. In 2013, there were various examples of UNICEF support contributing to improved policy frameworks, plans or implementation mechanisms that advance the rights of children in China by addressing the enabling environment.

Policy analysis and evidence-based advocacy for equity for children and women are a core element of SPARC’s work. Through work with the Ministry of Finance, evidence-based recommendations were provided regarding reform of Government subsidies for primary health care and nutrition, rural sanitation, and migrant children’s education, as well as for more equitable budgeting of social protection, including health protection and dibao (cash transfer for poor families). UNICEF supported the development and implementation of the 12th National Five-Year Plan for Basic Public Services, mostly through work with the National Development and Reform Commission (NDRC), including advocating for coverage of the “first 1,000 days” in the essential public service package, and improved governance of basic public services.

SPARC continually seeks opportunities to work on cross-sectoral themes with a wide range of partners. For example, work on more effective dibao targeting to ensure that resources reach the right families drew on the MCA and MoF contacts. Work with the National Working Committee on Children and Women under the State Council (NWCCW) on developing a new child transfer, with huge potential benefit for poor children, included reviews by MCA and the MoF. SPARC efforts on improving Government policy regarding children affected by migration have included a broad review of policy by NDRC, a major new study on financing of education for migrant children with MoF, and scaling up migrant children registration systems in several new cities in Jiangsu Province.

Three important pilot efforts are under way, all linked to policy development to promote equity for China’s children. In Hubei and Gansu provinces, a child poverty alleviation programme is being piloted at village level. That work led to the drafting of China’s first provincial child poverty alleviation plan in Hubei. With SPARC support, NDRC is designing a pilot on implementation arrangements for its new Five-Year Plan for Social Service Delivery.

UNICEF is supporting NWCCW in piloting the implementation of the National Plan of Action for Children (NPA), through assistance to seven counties which are developing local plans to address core childhood challenges, such as prevention of birth defects, nutrition, sanitation and left-behind children. An inter-sectoral working mechanism and effective advocacy for creating a favourable environment have been recognized as two important components for implementation of the NPA at county level. Some good practices have been developed at field level for scale up in other areas.

IR 0860/A0/04/701/011 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.

Progress: Hubei Province developed and released a provincial child poverty alleviation and development plan (2013-2015), the first in China, after rounds of consultation with various sectors and the central Government. The plan takes a multi-dimensional approach to child poverty alleviation and consolidated efforts to address child poverty. As part of these efforts, a baseline survey was conducted at the end of 2013 in Hubei; the data is expected to be analysed in early 2014 to further understand the situation of child poverty in the four poverty stricken block areas of Hubei.

In 2014, Hubei Province will embark on expanded pilot work on child poverty alleviation in 80 villages of four
UNICEF is closely following up on the progress of this work and providing technical assistance. With UNICEF’s technical support, Hubei Province will finish the poverty reduction action plan in the next 3 years (2014-2017).

LGOP, in collaboration with sectoral ministries, is testing various models to alleviate child poverty. The Integrated Early Childhood Development (IECD) Project is one of them. In July, LGOP convened national counterparts and four pilot counties in Beijing to launch the new project. Working mechanisms between sectors at national and local levels were discussed.

UNICEF initiated its cooperation with the Centre of Low Income Households Identification under the Ministry of Civil Affairs to better understand the situation of children living in these households and inform policies in identifying and supporting those households.

UNICEF continued several initiatives with the MCA, including on channelling charity resources to the Government’s medical financial assistance programme, and advocating for the involvement of social work services for social assistance recipients.

The first large scale Conditional Cash Transfer (CCT) Project pilot in China was launched in 15 counties of Yunnan, Gansu and Sichuan provinces in 2013. The Project focuses on maternal and child health, with ten conditions set to promote a continuum of care in the health system, covering antenatal care, hospital delivery, birth certification, postnatal care, and child care, and including optimal breastfeeding practices, routine medical check-ups and immunization. When the requested conditions are met, a total of 1000 RMB will be received by participating pregnant women and caregivers of the children. Given highly variable contexts within China, some aspects of the project design were tailored to the different local situations, particularly with respect to the level of economic development and MCH status of local areas. It is expected that by the end of the project, the experiences learned from this project could be adopted by the Government and scaled up to other areas and other sectors.

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.

**Progress:** Policy analyses and studies were initiated, some to be completed in mid-2014, including a mid-term review of the 12th Five Year Plan (FYP) for basic public services, and studies on equalization of compulsory education, the environment for child development, protection and financing of street children, sustainable medical security for all including the vulnerable, and EPI financing effectiveness and efficiency. The knowledge outputs out of these activities have the potential to provide the evidence base for changes or improvements in national guidelines and policy and financing standards of the Government of China (GoC).

Jointly supported by MoF and UNICEF, the study on public financing for migrant children in equitably receiving compulsory education found that (1) a considerable number of migrant children are still deprived of the basic right of free compulsory education; (2) a substantial gap exists between migrant children in public schools and those in private migrant schools in their share of public education resources, which may partially explain the gap in academic achievement and psychological development between those in public schools and private migrant ones; (3) 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 for the central and provincial Governments to be shouldering more expenditure duties related to migrant children, in line with call from the 3rd plenum of the 18th Communist Party of China Congress. It also proposed to legitimize "illegal" private schools that are needed to meet the needs of migrants, and to seek public purchasing of education services. These important policy proposals are being considered, particularly in the context of the said 3rd plenum, which outlined the directions for urbanization and fiscal reforms. In 2014, it will become apparent which recommendations have been adopted.

UNICEF also supported the MoF to look into protection policies and financing thereof of street children. The MoF and the MCA jointly studied the financing efficiencies and challenges of existing child protection centres and identified benefits and potential of community-based foster care for street children.

Women’s land rights are fundamental to secure a stronger financial position and link to other women’s rights including survival, economic development, decision making, political participation as well as their status at home and in society. Women’s land rights in China have become increasingly complicated with increasing migration and urbanisation. A UNICEF-supported ACWF study found that landless women account for 21 per cent, 9 percentage points higher than men. Current laws are not gender sensitive, and landless women are facing weaknesses in the legal aid system. The study report was used at a national ministerial–level conference on women’s land rights, with participation of the ACWF, MCA and Ministry of Agriculture (MoA) leaders. Based on the findings and
recommendations of the study, motions on protecting women's land rights were submitted to the National People's Congress, China's top legislating body, during its 2013 plenary session.

A study tour to the United States of America for high level officials from ACWF, MCA, MoA, and NPC members working on women's rights was organised to learn of practical measures that ensure women's land rights. Joint efforts to enable women's legal registration on family based land contracts will be undertaken as part of the MoA's drive on comprehensive land registration.

IR 0860/A0/04/701/013 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.

Progress: In 2013 UNICEF continued to support the implementation of the CRC and CEDAW. The GoC's implementation of the CRC is centred on its National Plan of Action for Children (NPA-Children), prepared and coordinated by NWCCW. The new NPA-Children was issued in July 2011, and in 2012, UNICEF started working with NWCCW to in seven pilot counties implementing county-level Plans of Action for Children. These Actions Plans focus on birth defects, child nutrition, left-behind children, pre-school education, and family education. With the technical support of UNICEF and national resource persons, county Action Plans have been strengthened and launched, with the goal of providing examples that can be scaled up to other counties in the coming two years. Some good practices with a potential to be scaled up elsewhere were identified in Yiling District of Hubei Province: a three-tiered prevention strategy on birth defects was set up, which includes 1) pre-marital check-ups by the Family Planning Service Centre as primary prevention, 2) antenatal check-ups by MCH institutions as secondary prevention and 3) screening of children with birth defects as tertiary prevention. In addition to this, inter-sectoral working mechanisms and advocacy were recognized as enablers to create a favourable planning environment for implementation of the NPA at county level.

In 2012, ACWF conducted a survey among 4,000 Government officials at various levels, including women cadres, teachers, legislative authorities, media and students on their knowledge about CEDAW, relevant Chinese laws and policies on gender. The findings indicate that nearly half of the Government officials and women cadres have no knowledge about CEDAW and its main contents while 81 per cent agreed that it is the responsibility of the Government to ensure implementation of CEDAW. A three day training workshop on CEDAW and mainstreaming gender was conducted by ACWF in July 2013 for 100 women cadres and Government officials. Given these findings, it is crucial to mainstream the training on CEDAW and gender equality for Government officials and women cadres into regular training programs. However, institutionalizing training on gender or child rights are no easy tasks to achieve. UNICEF will continue to support ACWF in the development of high quality training manuals on gender equality and will use the CEDAW review planned in 2014 as a critical step towards achieving this goal.

PC 2 - Health and nutrition

PCR 0860/A0/04/702 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.

Progress: The partnership between the Ministry of Health (since April 2013 renamed National Health and Family Planning Commission) and UNICEF builds on how results from a small number of UNICEF pilot areas led to national policy change, and subsequent scaling up of interventions led to results for children and pregnant women at scale: China has eliminated maternal and newborn tetanus and eradicated polio, and achieved near universal salt iodisation, hospital delivery, and vaccination coverage.

Achievement of Millennium Development Goals 1, 4, and 5 are on track nationally. In spite of tremendous progress, great inequities continue to exist. To reduce inequities in under five mortality rates (an 8-fold difference between rich and poor provinces is observed), UNICEF is working with the NHFPC to develop a national child survival and development strategy (NCSDS), in line with A Promise Renewed. UNICEF in collaboration with WHO supported NHFPC to increase standardisation of cause specific mortality estimates. In line with global, regional and country priorities, essential newborn care was prioritised in 2013. A bottleneck analysis and barrier analysis on newborn health seeking behaviours were supported. WHO's "Managing Programs to Improve Child Health" training course was adapted, which will help national and provincial managers to prioritise child survival, and support the implementation of national and provincial child survival and development strategies. A maternal and child health media training in Kunming was supported leading to offers of free broadcasting and the development of cooperation plans between health and media sector. Pinghu City, a migrant project site, developed and officially released a plan to provide free MCH services to all pregnant women and children living in the City,
In 2013, a new standard on micronutrient supplementation of pregnant women was developed with the support from UNICEF. This will help address anaemia rates in pregnant women which can be as high as 80 per cent in poor rural areas. UNICEF also supported an impact study of provision of a soy-based multiple micronutrient powder (Ying Yang Bao-YYB) accompanied by communication activities in three poverty counties. After one year of implementation, regular coverage of YYB reached 82 per cent, anaemia rates decreased from 71 per cent to 57 per cent and infection prevalence of respiratory infections decreased significantly from 49 per cent to 35 per cent. Following these encouraging results, YYB is targeted for scale up in more than 300 poverty counties, and included as one of the key interventions into the Integrated Early Child Development project. While China advanced rapidly towards universal salt iodisation (USI), experts are concerned about over-iodisation. A new three-tiered iodized salt standard was operationalized and evaluated in Fujian, Shandong and Anhui and a final report will be submitted to NHFPC in an attempt to maintain China's advances in universal salt iodisation. UNICEF and the GoC established a nutrition birth cohort in Taicang County, Jiangsu Province to establish trend data on the effects of early infant and young child feeding on the development of non-communicable diseases (NCDs), genetic origins of disease, care-seeking patterns for nutrition services, and to support improved future nutritional policies.

China achieved elimination of maternal and newborn tetanus (MNTE) and retained its polio-free status in 2013. Measles elimination is targeted for 2015. UNICEF continued to support the NHFPC in updating the national EPI regulations on management, implementation, including a policy update on compensation of adverse effects following immunization AEFI. Coordination mechanisms to identify and register migrant children have been developed. National C4D guidelines for the National Immunization Programme (NIP) have been developed with technical input from UNICEF and in two subsequent rounds of training the C4D methodology was applied to EPI activities targeting project provincial and county level EPI managers. In response to the low demand for EPI services from ethnic minorities and migrants, different strategies on improving vaccination coverage have been adopted, including outreach, household visits, and school entry vaccination. To control the outbreak of measles and other vaccine preventable disease such as mumps, rubella, hepatitis A, immunization campaigns were organized in all pilot areas. Almost one million children were targeted and an overall coverage of more than 95 per cent achieved.

UNICEF continued to raise public awareness on child injury prevention (CIP) 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 two cities in Jiangsu province. Recent re-analyses of the Jiangxi survey, indicate that the incidence of non-severe injuries is similar across wealth strata, whereas the odds of injuries resulting in hospitalization or permanent disability were 1.3 times greater and the risk of fatal injuries 3.5 times greater in the poorest than in the richest wealth quintiles. 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 is ongoing. 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 NWCCW for further internal review by ministries.

IR 0860/A0/04/702/021 IR2 on nutrition: 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 Monitoring and Evaluation (M&E).

Progress: UNICEF supported standardised surveys on dietary intake of pregnant women in rural areas, 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. NHFPC has put the standard for multiple micronutrients supplement for pregnant women in their priority working list for 2014. This will help address anaemia rates in pregnant women which can be as high as 80 per cent in poor rural areas.

UNICEF also supported an impact study of provision of a soy-based multiple micronutrient powder (YYB) accompanied by communication activities in three poverty counties. Compared to baseline data, there were decreases in anaemia prevalence (by 43 per cent), vitamin A deficiency (by 47 per cent), folic acid deficiency (by 97 per cent) and vitamin B12 deficiency (by 34 per cent). UNICEF also provided support to monitoring and evaluation in Qinghai. After one year of implementation in project counties of Qinghai province, the proportion of children receiving YYB was 97 per cent. The proportion of children who ate YYB within the last 24 hours was 82 per cent. The anaemia prevalence in Huzhu, a YYB intervention county, was 71 per cent during the baseline survey, decreasing to 57 per cent after one year of implementation. The two week prevalence of respiratory
infections decreased significantly after one year intervention from 49 per cent to 35 per cent. The result further results demonstrated the effectiveness of YYB in poverty areas of China. As a result, YYB is targeted for scale up in more than 300 poverty counties, and included as one of the key interventions into the Integrated Early Child Development project. A "Monitoring and Evaluation and Action" (M&E & Action) model was developed during programme implementation. 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 concerned about over-iodisation. A new three-tiered iodized salt standard was operationalized and evaluated in Fujian, Shandong and Anhui with UNICEF support. The results will be included in a final report that will be submitted to NHFPC in an attempt to maintain China's advances in universal salt iodisation.

UNICEF and the GoC established a nutrition birth cohort in Taicang County, Jiangsu Province to establish trend 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 policies.

**IR 0860/A0/04/702/022 IR3 on EPI: 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.**

**Progress:** China achieved elimination of maternal and newborn tetanus (MNTE) and retained its polio-free status in 2013. Measles elimination is targeted for 2015. While immunization coverage is generally high, improving immunization coverage among disadvantaged populations and preventing new importation from neighbouring countries is a priority.

A policy review of the Expanded Programme on Immunization (EPI) identified weakness in EPI financing and human resource management, which the Government pledged to address in view of sustaining attained polio and MNTE goals and working towards measles elimination. UNICEF continued to support the NHFPC in updating the national EPI regulations on management, implementation, including a policy update on compensation of adverse effects following immunization AEFI. The latter is an increasing priority with recent press reports of alleged AEFI with hepatitis B vaccine. Coordination mechanisms to identify and register migrant children have been developed.

Following UNICEF’s support to the National Immunization Programme (NIP) on C4D activities for polio eradication, national C4D guidelines for NIP have been developed with technical input from UNICEF and in two subsequent rounds of training the C4D methodology was applied to EPI activities targeting project provincial and county level EPI managers. These guidelines will be adopted for C4D activities to support measles elimination in nine western provinces of China.

In response to the low demand for EPI services from ethnic minorities and migrants, different strategies on improving vaccination coverage have been adopted. Outreach services to vaccinate children in remote areas have been implemented in Gansu, Qinghai, Tibet, and Xinjiang pilots. The local village EPI staff have conducted household visits to vaccinate children every month. For children who missed EPI services previously, school entry immunization checks and policies have been implemented in most pilot areas. More than 5,857 children were found to have missed vaccinations previously. Supplementary vaccination for polio, measles, DPT, and hepatitis B were administrated with more than 30,000 doses of vaccines. To control the outbreak of measles and other vaccine preventable disease such as mumps, rubella, hepatitis A, immunization campaigns were organized in all pilot areas. Almost one million children were targeted and an overall coverage of more than 95 per cent achieved.

**IR 0860/A0/04/702/023 IR1 on MCH: 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 M&E.**

**Progress:** Between 2000 and 2010 China’s under five mortality rate and maternal mortality ratio have decreased with an average annual rate of reduction of 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 this tremendous progress great disparities continue to persist. In order to help reduce these inequities UNICEF is working with the NHFPC to develop a national child survival and development strategy, in line with A Promise Renewed. The studies, surveys and evaluations conducted in 2013 aim to strengthen the evidence based for the NCSDS.
UNICEF in collaboration with WHO supported NHFPC to increase standardisation of cause specific mortality estimates. China’s classification guidelines were reviewed and brought in line with International Classification of Diseases (ICD) -10 classification categories. Verbal autopsy procedures were reviewed and a study in Tibet selected as part of strengthening operational research.

In line with global, regional and country priorities, essential newborn care was prioritised in 2013. The strategies proposed in the newly developed UNICEF Regional Action Plan on Newborn Care were introduced. UNICEF facilitated a bottleneck analysis with the NHFPC on newborn care and newborn health seeking behaviour. This will contribute to the Global Newborn Action Plan as well as to the development of the national child survival and development strategy. Barrier analyses on newborn health seeking behaviour were conducted, so as to develop key messages to improve care seeking and newborn practices in China. UNICEF and NHFPC have also worked to develop newborn guidelines for village doctors and training modules for newborn care. More than 180 provincial and local level health providers from 35 integrated maternal and childhood health (IMCH) project sites received training on essential newborn care, MCH counselling with counselling cards, and communication skills. Cascade training was provided to about 570 township and village level health providers in each county. The WHO video set on newborn care was translated and adopted to facilitate the training.

WHO's “Managing Programs to Improve Child Health” training course was reviewed and adapted. The draft of the guideline was finished and the pre-test will be conducted in early 2014. Sections on planning, implementation, monitoring and evaluation, and budgeting reflect China-specific case studies. The training for MCH officials and managers will be organized in 2014. The course will help national and provincial managers to prioritise child survival, and support implementation of national and provincial child survival and development strategies.

A media training was held in Kunming, Yunnan province to advocate for MCH. In total, about 60 participants from county media stations and MCH institutes joined this training. As a result of the training, local media staff showed greater interest in MCH and expressed their willingness to further work with the local MCH institutes and health bureau to promote newborn health in poor rural areas in project sites. Free broadcasting was offered by some media. Cooperation plans between health and media sector were also discussed and explored in the training.

Following the policy developed in 2012 by the Nanhai Government, another migrant project site, Pinghu City, also developed and officially released a plan to provide free MCH services to all pregnant women and children living in the City. This included both permanent residents and migrants and indicated strengthened Government commitment to migrants’ health.

IR 0860/40/04/702/025 IR4 on CIP: By 2015, child injury prevention inequities are reduced and intervention coverage improved through increasingly standardized and evidence-based multi-sector child injury prevention policies, C4D approaches, service delivery and M&E.

Progress: After its introduction in 2005, the Child Injury Prevention project has been scaled up to six districts in Beijing, 17 counties in Jiangxi, and two 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 five times higher in rural than urban areas and twice as high among children affected by migration. Disability is seven times more prevalent in rural areas than in cities. Recent re-analyses 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 indicated that the incidence of non-severe injuries is similar across wealth strata, whereas the odds of injuries resulting in hospitalization or permanent disability were 1.3 times greater and the risk of fatal injuries 3.5 times greater than in the richest wealth quintile.

UNICEF, in collaboration with partners, thus 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.

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 is ongoing. This will serve as a basis for advocacy to make existing policies more child injury sensitive and possibly introduce child injury prevention 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 Government. 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.

**PC 3 - Education and child development**

**PCR 0860/A0/04/703** 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.

**Progress:** UNICEF’s educational interventions in China are grounded in three important policies. These include the National Plan Outline for Medium and Long-term Education Reform and Development (2010-2020), released in 2011 and reflects the Government’s focus on the twin goals of equity and quality, the State Council’s “Opinions on Preschool Education,” released in November 2010 which announced the inclusion of preschool education as a public service and called for Government at all levels to invest in and expand resources for early childhood education and the comprehensive curriculum reform of 2001 that aims to promote skills and abilities relevant in a changing economy. Together these form the basis for the UNICEF-MOE plan of cooperation for 2011-2015. Given the joint focus on disparity reduction, the programme of cooperation prioritizes the most vulnerable children.

The UNICEF country programme of cooperation for 2011-2015 works at 2 levels for education and child development. At the national level, it aims at strengthening the planning and implementation of the three important educational reforms proposed by the national Government especially for vulnerable groups and underdeveloped regions. These include ethnic minorities, children affected by migration and children of the rural poor in the western region. At another level, the programme seeks to pilot innovative solutions that should result in enhanced coverage and access to school readiness programs and improved school completion rates, quality schooling and learner achievement as well as life skills acquisition by young adolescents. The goals are met by four mutually reinforcing strategies: research for policy support; systems strengthening through capacity development of implementers at all levels; standards setting and piloting innovative methods that promote equity. The piloting involves improving access and quality of education for vulnerable populations, monitoring these for efficacy and documentation for lessons learnt, and replication and for use in policy advocacy.

Policy support is provided through information and knowledge exchange on latest technical advances and international best practices in the field. In addition to the five policy studies already completed since 2011, the MTR resulted in an agreement for continuous and greater involvement of third party reviews which is expected to contribute to the scientific rigor is necessary in creation of evidence. Third party review of important scientific studies will also ensure scientific validity in the design and conduct of the studies.

Discussions with national, provincial and local Governments, including teachers, using a systematic barriers and bottleneck analysis show that a major problem in implementing reform is that many of the provisions of the reform and new initiatives are not as widely known as they should be. Though extremely progressive and forward looking in its intent, implementation of the reform provisions is hampered by public opinion that is mired in the traditional attitude of equating good quality education with success in examinations. Together these for efficacy and documentation for lessons learnt, and replication and for use in policy advocacy.

Discussion with national, provincial and local Governments, including teachers, using a systematic barriers and bottleneck analysis show that a major problem in implementing reform is that many of the provisions of the reform and new initiatives are not as widely known as they should be. Though extremely progressive and forward looking in its intent, implementation of the reform provisions is hampered by public opinion that is mired in the traditional attitude of equating good quality education with success in examinations. UNICEF will therefore strengthen its knowledge exchange programme with greater focus on dissemination of the findings of technical and policy studies through its various information channels.

Since 2011, the Government has increasingly turned to UNICEF for support in identifying international consultants and speakers in their policy seminars. Some prominent UNICEF sponsored speakers include Ms Barbara Means from SRI International and Mr Cream Wright, a high-level international education consultant, who shared their experiences and insights at a seminar on ICT and Education, with a special focus on teacher education(2013); Mr Jordan Naidoo of UNICEF Headquarters and Ms Mary Jean Gallagher (via video presentation) who shared their respective experiences and knowledge of school governance at the international seminar on public sector reform(2012); the American Institute for Research, the Northampton Centre for Learning Behaviour, and the National School Climate Centre, who presented their work and research on social and emotional learning at a forum on the topic (2012) ; Mr Mitsuru Senda who provided technical knowledge to guide preschool construction. In addition to this, UNICEF provided support for showcasing China’s experiences in various forums including a
presentation on Removing barriers to Education in China, at the Global Meeting for the Economic and Social Council's annual ministerial review, a presentation on China's experience in disaster risk reduction at the Global Platform for Disaster Risk Reduction, and a presentation on the Development and use of the Early Learning and Development Guidelines in China at an OECD forum. In addition, UNICEF has helped support an annual National EFA forum since 2005, which aims to showcase China's progress and achievements in attaining education for all.

System strengthening interventions include both capacity building as well as normative interventions. Various interventions that build system capacity to implement and monitor the reform agenda continued in 2013. Work continued on major initiatives including support for development of indices for disparity reduction. The work done in the drafting of the frame work and indicators of a national educational index to monitor inter regional disparities was subsumed in the state council sponsored "modernization index". UNICEF received requests and initiated work on developing the capacities of sports teachers through development of a national structure and strategy for training of PE teachers, support to the materials and support for development of online courses for large scale training of Early Childhood Education (ECE) teachers.

UNICEF continued its normative function with the development of standards for preschool construction which has been completed and is awaiting approval, construction standards for boarding schools and professional standards for rural boarding school principals as well as professional standards for school principals which has been initiated in 2013.

Various educational innovations in curriculum reform (inquiry based learning) access to preschools (ECD for migrant workers) dissemination of information (use of community kiosks) were trialled in UNICEF project areas which includes 240 schools in five counties with a high concentration of ethnic and left behind children. UNICEF is supporting MOE with an international consultancy to develop the framework for an evaluation that is expected to establish the relationship between the interventions and children’s learning / developmental outcomes. It is hoped that the results will strengthen UNICEF's global advocacy efforts for CFS interventions.

IR 0860/A0/04/703/031 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.

**Progress:** Work to provide information and knowledge to policymakers through disseminating results of policy research, facilitating a knowledge exchange program, and strengthening the national EMIS to improve policy review and implementation continued in 2013.

UNICEF’s five year target of completing 10 policy researches of acceptable quality by 2015 is on track. In addition to the 2 studies already completed between 2011-2012, two important research pieces completed in 2013 included the report on “Achieving EFA and Beyond: Education for all in China 2000 – 2010” which analysed China’s EFA-related achievements and the study on public private partnerships in funding of ECD which studied the gaps in implementation of Government’s policies in private funding of ECD. The study pointed out financial subsidies must be accompanied by suitable supervision and quality assurance systems. The study also pointed out the high levels of attrition and turnover among ECE teachers and the responsibility of the Government to provide funding for salary benefits and professional development opportunities as part of basic Government funding to ECE.

A study on financing education for migrant children that explored financing mechanisms and issues for migrant children at compulsory education stage in cities showed significant gaps in academic achievement and psychological development between those in public schools and private migrant ones. In order to tackle this gap, changes in budgeting policy were recommended that included increased levels of funding for public purchasing of education services from private providers.

A report on equity in education in China is ongoing and is expected to be completed in 2014.

Having already achieved the modest target of 10,000 viewers, the target for knowledge dissemination through knowledge websites was increased to 500,000 viewers in the Mid-Term review. The MOE –UNICEF education website, the parenting portal and the Early Learning and Development Guidelines (ELDG) website together received a cumulative 164,800 views. In 2013 the knowledge website was also redesigned to improve user-friendliness. Plans are also afoot to support increased availability and visibility of the sites. Knowledge exchange also included the 8th National Education for All (EFA) forum, a workshop on special education, workshops on early childhood education, and an international seminar on ICT in Education.

Of the 275 EMS indicators, 27 indicators that reflect the 18 core EFA indicators are in line with the international
definitions. The focus of Government efforts on strengthening the competencies of statistician at all levels continued in 2013 with the training mechanism for training of statisticians being set up. Data verification methods received attention in 2013, with the Government introducing self-checking by individual provinces followed by field checking by national expert team.

IR 0860/A0/04/703/032 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.

Progress: The five year target of developing national level indicators /indices and educational planning tools including school quality indicators and costing, available and widely used had made considerable progress until 2013, when the state council pushed to develop an educational modernization index that tracks progress of the reform. This subsumed the work already done on developing the educational index (including the three broad areas of equity, quality and access) the new targets seek to build on the modernization index to: a) conduct and make available diagnostic reports on the gaps and challenges faced by poor provinces and counties in reaching the goals of educational modernization, and; b) study the supportive policies and programs in place in poor provinces and counties and their impact on modernization goals.

Work on these goals is expected to begin only in 2014 once the modernization index is finalized. The completed draft was submitted for approval to the Minister in October 2013.

Work on developing national standards for school quality and learner quality and applying these for monitoring school performance is on track. The directives on school supervision guiding principles, measures and indicative framework were issued in 2011 and 2012 respectively by the national school supervision office on behalf of the Ministry of Education, which greatly improved the enabling environment for a child-centred and quality-oriented school supervision system. In 2013, UNICEF continued to strengthen quality-oriented school supervision system and human resources development. The criteria on quality-oriented education and operational measures was drafted and are being tested out in five areas assigned by the national school supervision office for the release in 2014. The training plan and training resources to strengthen school superintendents’ supervising skills were also developed. As the first batch of beneficiaries, 80 local school superintendents from five pilot areas received the training and were informed of the concept of child friendly schools and equity approach to supervising and directing schools. The state council’s moratorium on the number of meetings, an activity on international experience exchange was adjusted to 2014.

Interventions related to developing a set of mutually supportive standards for rural boarding schools in China, including the construction standards for a child friendly and safer rural boarding school and the professional standards for rural boarding school principals are on track. The interventions also include the development of training package to help rural boarding school principals improve their management performance, and testing in six selected counties dominated by a large number of rural boarding schools for a wider application by 2015. The construction standards were drafted in 2012, based on a field survey on the status of rural boarding schools conducted in 2011. The main components should be addressed in the professional standards for rural boarding school principals were also highlighted in 2012. In 2013 the construction standards and the draft professional standards were further improved and will be mainstreamed social emotional learning into both sets of standards and training package in 2014.

A plan to model child friendly, safer rural boarding schools and related training was postponed for further review and will depend on successful fundraising.

Since kindergarten principals are an important resource and area of concern, the Government requested support for the development of professional standards for kindergarten principals. Work on this intervention has begun and in December the first draft of the competencies and indicators based on intensive discussions with kindergarten principals, was presented by the consulting group to the expert committee of which UNICEF was a member. It is expected that the first draft for field trials will be ready in 2014.

IR 0860/A0/04/703/033 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.

Progress: A major challenge facing the education authorities in China is how to monitor and ensure equitable access to quality ECE services for the majority of the children, who live in the rural areas, especially how to...
better guide and monitor the planning and building of new rural kindergartens in which the Government invests substantially.

With strong and continuous support from UNICEF, the Ministry of Education completed the Early Learning and Development Guidelines for children 3-6 years of age (3-6 ELDG) and officially released it as part of the second annual national Early Childhood Education advocacy month in May 2013. This national policy document laid a solid foundation for developing national guidelines for assessing quality of ECE centres and preschool educational norms. Major advances in this area of developing a national policy for monitoring ECE quality include the development of construction standards for kindergartens where the draft version was completed, support to the development of daily schedules in kindergartens which is under final revision and the finalization of an essential equipment list for kindergartens that is also under further revision based on comments from the field. All of the above will be released by MOE divisions as national guidelines. A technical team has been identified to study internationally adopted instruments and quality standard, in order to develop those for China.

Over the past three years, UNICEF has supported the MOE to lead the resource package for large scale training of rural ECE teachers. Many of the rural ECE teachers, particularly new teachers, have inadequate pre-service training on preschool pedagogy and have limited opportunities for in-service professional training. This situation greatly constrained the quality of the ECE services provided in the rural kindergartens and preschools. The China National Society of Early Childhood Education commissioned by MOE and UNICEF to develop this resource package are completing the final revision of the package that includes handbooks and audio-video materials for group and independent study by rural ECE / kindergarten teachers. The package will be available for large scale dissemination to teacher training institutions in 2014. Two leading research institutions in China are collaborating to conduct the study of the pilot to assess its effectiveness and document experiences and lessons learned. Work on the advanced resource package for more experienced ECE teachers based on the ELDGs continued through 2013 though work was slower than expected. A national training on Child Friendly Kindergarten curriculum was successfully held; the local training on the curriculum is planned for early 2014.

The Integrated Early Childhood Development (IECD) project being piloted in four most impoverished counties in two western provinces (Shanxi and Guizhou) will reach out to approximately 4000-families with health, early stimulation and child protection services through village-based ECD centres and clinics. In the 2013 programme year, such services were set up in 80 villages; the services will be expanded to 80 more villages next year. In addition, 40 communities in three provinces (Hubei, Hunan and Hebei) will pilot support mechanisms for parents of young children through community-based ECD centres and the ECD for Migrant Children project is trailing innovative approaches to better serve disadvantaged children of the migrant workers.

About eighteen months after its official release in May 2012, the ECD portal parenting portal, (http://yuer.cbern.gov.cn/) which presents easy-to-understand follow short cartoons and videos with subtitles on parenting information ranging from caring of new born and infants to nutrition to disease prevention and early stimulation for the age group of 0-6 had received 92,398 viewers. The off-line version of the portal, the ECD kiosk, has also been developed for remote areas where there is no access to the Internet. The kiosk is currently been piloted in more than a dozen provinces across China and is expected to be introduced in the ECD centres for migrant children in early 2014.

In order to support many of the teachers of kindergartens and preschools to improve their pedagogical skills, UNICEF will work with the Open University to implement an online course on early childhood education. UNICEF is supporting the development and finalizing of the modular course.

A video on school readiness programme based on UNICEF’s “story based curriculum” is currently being filmed which will be integrated into the modules on school readiness and will be piloted on teachers in 5 counties.

### On-track

**IR 0860/A0/04/703/034** 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.

**Progress:** The interventions under this intermediary target support the demonstration of integrated child friendly space interventions in schools catering to the vulnerable children and focuses all four dimensions of CFS. This includes inclusion, emotional safety and participation through a programme of social emotional learning, improved teaching learning as well as sports education.

2013 saw huge progress towards achievement of the first target: “A tested model of Social Emotional Learning that includes teacher training modules and management guidelines is available and widely used in primary and junior secondary day and boarding schools that cater to disadvantaged populations”. Interventions under this target aim to develop a locally relevant and widely replicable model of social emotional learning for China,
The second project entitled METRU (Mobile Education Training and Resources Unit), on ground since 2009, is focusing on rural vulnerable children that is expected to result changes in children's self-confidence, positive relationship with others and problem-solving skills in pilot schools.

Achievements included the completion of the training module on Social-Emotional Learning (SEL) in July, the organization of training on SEL for 225 trainers and 500 school principals from pilot areas during October and November, and the implementation of SEL classes through thematic teaching after the training. A visit to the Social and emotional aspects of learning SEAL programme in UK late in 2013, further enhanced the understanding and motivation of national experts to support SEL in China. Although the progress on the development of school self-review tools on SEL was slower than expected, the underpinning idea of helping schools actively review and improve their own status on SEL was recognized by project partners at all levels.

Support to the complementary set of interventions to improve teaching learning quality also saw considerable progress. The target of “60 per cent of trained teachers in pilot areas implementing interactive teaching learning methods and child friendly assessment methods in classrooms” remained on track, through two major interventions on improving teaching learning focusing on the same goals but approaching it from two different perspectives. The SMILE project (Skills, Motivation and Imagination for Learning Excellence), completed its first phase focusing on developing teaching strategies that are expected to support children’s acquisition of higher order thinking skills including knowledge management, problem solving and creativity. The development of theoretical frameworks, teaching strategies and teacher training were completed in 2013. The training resources package containing trainer’s manual, teachers’ guidebook, demonstrative subject modules on interactive learning and best cases was enriched and the games designed for interactive teaching in classroom reached to all 250 pilot schools around October. It is expected that in 2014, 250 pilot schools located in Chongqing, Guangxi, Guizhou, Xinjiang and Yunnan will start implementing at least 20 per cent of the curriculum using new teaching methods.

The second project entitled METRU (Mobile Education Training and Resources Unit), on ground since 2009, is engaged in systems of teacher training and onsite support mechanisms between schools and local training institutions in six counties located in Gansu, Sichuan and Yunnan. Under the project nearly 100 per cent of school teachers from 509 pilot schools located in six counties received teaching support in a consistent manner, with counties developing their own training plans and strategies and onsite support systems.

The third target of developing training resource package and a series of strategies for effective and relevant training for rural Physical Education (PE) teachers is on track. The additional target and indicator was added during the MTR to accede to MOE’s request for support to strengthen a professional status of rural PE teachers. Interventions under this target are mainly related to the development of relevant training and teaching resources for rural PE teachers and the demonstration of a series of effective training strategies to help improve PE teaching in rural schools. From September to November, two technical support agencies conducted such field survey in eight provinces and counties across middle and western regions of China. Information captured from the field survey revealed the challenges of rural physical education and professional status of rural PE teachers which are being taken into account in training and teaching resource development. The draft resources package will be completed around April 2014; the training will then be conducted in 400 pilot rural primary and secondary schools, covering 2000 full-time and part-time rural PE teachers, to collect evidence for a wide application in future. MOE has agreed to take responsibility for the wide range of promotion once all interventions are finished with expected results in 2014.

Two additional targets focus on the use of Information and Communication Technology (ICT) in education including training of teachers on using ICT to implement interactive teaching learning methods and bilingual and English education as well as development of an ICT-enabled package of classroom strategies and training support to enable quality teaching learning in small and incomplete schools. As part of the interventions, UNICEF supported a conference on Effective Teacher Training Strategies linked to the Application of ICT in Teacher Training that allowed for high-level information exchange between the central education authority and the local branches from all 31 provincial educational officials and trainers, as well as the national and international education colleagues. UNICEF’s contribution in mobilizing advanced international experience from the United States and sharing its project experience on establishing an accessible and interactive teacher support and service mechanism in the field received great appreciation during the meeting and led to a request from the Department of Teacher Affairs, MOE for maintaining such kind of high level policy and information exchange events in 2014.

A new target and indicator was added after the MTR, aiming to support career development for young scholars dedicating themselves to rural and disadvantaged teaching conditions, and ensure their effectiveness in teaching they serve in. The activity to support special post teachers through consistently fine tuning national policy was based on findings identified by an earlier study. Focused activities for achieving the new target will be initiated in 2014.
**IR 0860/A0/40/703/035** 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.

**Progress:** Over the period of 2011-2013, steady progress was made towards the targets and some ground work for achieving the final results have been done under this Intermediate Result.

Progress on providing adolescents information on life-skill based courses on financial management, reproductive health and climate change through on line and offline channels is on track. Between 2011 and 2013, over 10,000 adolescents have been trained and 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. Model one of on-line courses on career guidance was done and awaits further improvement. On-line course on financial education is under planning and discussion with a national experts team and counterparts.

Progress continues in reaching adolescents through social networks to increase awareness on risky behaviours (smoking/drug abuse, adolescent health/HIV-AIDS) and environment and climate change.

In 2011, a six-day “Driving Dreams” Adolescent Development Forum was held in Beijing, bringing together 60 adolescents from 20 national poverty counties of 10 provinces and autonomous regions. During the forum, the facilitator, 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 2013, 153 life skills workshops were provided in 19 counties. After each of the trainings, a QQ (the most popular online chatting software in China) group was set up to continue the informal discussions and provide peer support for adolescents. 4,000 adolescents accessed the site, of whom, 3,000 who do this regularly. Feedback from the posts reveals that adolescents appreciate the exposure to the life skills especially with friendly encouraging adults who support the participants to think and express their thoughts freely.

During the Mid-Term Review in 2013, a new target on supporting vulnerable children in elementary schools with remedial education to prevent them from dropping out of school due to poor academic performance was added. Proposals have been prepared and funding is being explored for initiating in 2014.

---

**IR 0860/A0/40/703/036** By 2015, Government capacities are increased in risk reduction and emergency preparedness and response.

**Progress:** In the past three years, work under this IR was slow, but another earthquake in Southwest China’s Sichuan Province in April 2013 brought renewed interest of Government in this work.

The work on developing procedures and tools for fast-track emergency assessment started in 2013, for which a guidance book including tools and procedures on fast-track emergency assessment was drafted. The draft version of guidance book will be co-reviewed by MOE, UNICEF and the external expert team for consultation and seeking the comments before trialling it out in a wider scope in 2014.

A policy review on Government’s interventions in emergency response, transition and reconstruction planning after the natural disasters in China since 2008 was completed in 2013. The review results will be fed into the development of planning and management tools for emergency reconstruction.

The MTR resulted in the amendment of the target on training of administrators and school principals to make it more specific to areas where UNICEF provided emergency support. In 2013, as the continuation of Yushu BBB programme since 2011, 60 school principals (100 per cent) from Yushu county and Chengduo County received training and field guidance from national experts on how to improve school management after school reconstruction.

Following the MTR, a new target was added on development of national standards/guidelines/operational manuals for promoting school safety. Progress made under this target included: a) the national safer school construction and management guideline for primary and secondary schools finalized and disseminated nationwide in 2011; 2) a guideline for Safety, health and child friendly Kindergarten construction and environment was drafted and under revision. In 2013, the guideline was used to train 86 educational administrators, kindergarten construction engineers and preschool education experts nationwide; 3) a manual on Kindergarten, primary and secondary school safety management was developed in 2011, with the main contents fed into the handbook of
school safety responsibilities in primary and junior secondary schools. UNICEF supported the finalization of the handbook, which was formally published by MOE on March 2013 ([http://www.gov.cn/gzdt/2013-03/26/content_2363053.htm](http://www.gov.cn/gzdt/2013-03/26/content_2363053.htm)).

### PC 4 - Child protection

#### On-track

**PCR 0860/A0/04/704**

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.

**Progress:** 2013 saw a deepening of new partnerships to advance child protection in China, including with the National People’s Congress – China’s law drafting body- which placed development of family violence legislation into its five-year law drafting agenda, with China Centre for Disease Control and the National Development and Reform Commission around knowledge, evidence and advocacy initiatives on child maltreatment. 2013 also saw a sharp increase in media coverage, including social media, on child abuse cases, with partners increasingly committed and forceful to strengthening child protection systems and policies to prevent and respond to violence, abuse and exploitation of children. With support of UNICEF, a Joint Opinion on Child Abuse was developed and launched in state media by The Supreme Court, the Ministry of Justice, the Ministry of Public Security and the Supreme Procuratorate, the key national law enforcement and judicial branches of China, strengthening the legal protection of child victims and guiding local police, courts and procurator across in handling child abuse cases; while a Hotline and Community Service Toolkit was launched by the All China Women’s Federation in the presence of 30 national media, to guide telephone hotlines and community-based women welfare workers in 2,800 counties across China on prevention and response to violence against children.

Through four different types of child protection and welfare models implemented by the Ministry of Civil Affairs, the All China Women’s Federation and the National Working Committee for Children and Women in 35 counties across China with UNICEF technical assistance, UNICEF demonstrated the value of social work and family welfare functions and child protection coordination mechanisms. In these counties, multi-sectoral task forces or committees facilitated cross-sectoral response to children in need of protection, while manuals and tools were developed and applied to support community welfare workers to run child-friendly children’s places and provide social work and family welfare outreach and case management services to vulnerable children and families. While benefiting vulnerable children and families, the evidence generated through these demonstration models helped build awareness and leadership on child welfare and protection of local authorities and policy makers, and leveraged progress in the development of national policies on local procurement of social work, child welfare and violence against children.

#### IR 0860/A0/04/704/041

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.

**Progress:** In 2013, UNICEF continued to support the drafting and preparation of a number of key policies and pieces of legislation in China. UNICEF provided technical assistance to MCA to develop a new draft of the Child Welfare Act, and supported the National People’s Congress to conduct national and local consultations to feed into both the family violence legislation and the social assistance legislation currently being developed. Family violence legislation, for which UNICEF has provided technical assistance since 2011, was firmly included in the priority law-making agenda.

In order to provide greater protection for child victims of sexual abuse, UNICEF provided technical support on international legislative and best practices of child sexual offences to China’s Supreme Court. The UNICEF analysis and submission of international best practices fed into the Joint Opinions on Child Sexual Offences issued by the Supreme Court, the Ministry of Public Security (police), the Supreme Procurator and the Ministry of Justice, the key national law enforcement and judicial branches of China. As one of the key policy documents released in 2013, the joint opinions will guide the implementation of provisions related to child victims of sexual offences by local police, courts and procurators across the country.

With UNICEF support and in line with the Juvenile Justice Indicators jointly developed by UNICEF and UNODC, Beijing Legal Aid and Research Centre developed a manual of Juvenile Justice Indicators. This manual is a useful tool for police, courts and procurators on the ways the various legal professionals can measure and improve their juvenile justice practices.
In order to strengthen the knowledge and evidence base on prevention and prevalence of child abuse, China Centres for Disease Control, with the support of UNICEF, completed a comprehensive literature review on the prevalence of child abuse, current policies, gaps in prevention and response to child abuse. The study provides the most up to date qualitative data of child abuse in China.

**IR** 0860/A0/04/704/042 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.

**Progress:** In order to strengthen the quality, access to and demand for child welfare and protection services, UNICEF supported the training of civil affairs officials in social work case management, based on tools developed in previous years. In order to enhance the capacity of hotline staff and community workers on community-based responses to child abuse, UNICEF supported the development, field testing and launch of a family violence hotline toolkit in December 2013. The toolkit contains specific guidance on community based prevention and responses to violence against children and women, and will be disseminated to local hotline staff and community workers in 2800 counties across China.

The Chinese adaptation of the global PSA to End Violence Against Children was launched together with the Toolkit by senior ACWF leaders, and widely disseminated through the 30 attending national media, and active social media traffic driven by UNICEF-China and UNICEF Ambassadors Chen Kun and Maggie Cheung – the first media campaign on this topic in China to date. As part of the campaign on violence against children, several national media featured articles and in-depth interviews with UNICEF-China, while child protection messages were drafted for CCTV Children's Channel for its child friendly self-protection programme, and broadcasted to the Channel's 400 million viewers.

Diversified funding enabled UNICEF to design and demonstrate innovative strategies to increase the access to, and to improve the quality of child welfare and protection services. UNICEF funding and technical assistance enabled Government to demonstrate internationally recognized child protection best practices through local pilots in 35 counties across China, with documented evidence feeding into policy reform processes. Community screening of vulnerable families and children, multi-sectoral case planning and follow up, parenting education, school-based life skill training and child protection committees were among child protection functions piloted, while new models were introduced in 8 counties to demonstrate the value of prevention and early response to child maltreatment through integrated early childhood development strategies in hard-to-reach rural, mountainous locations, and child and family welfare services to identified vulnerable families through a social work case management approach, to help reduce unnecessary institutionalisation of children.

Through its partnership with NWCCW, UNICEF continued to support the nationwide scaling up of the CFS model, by focusing its technical assistance to deepen the CFS child protection functions. In 2013, UNICEF jointly with NWCCW also continued to provide emergency support through the CFS model. Immediately after the Lushan earthquake in April 2013, five new Child Friendly Spaces were set up in Lushan, Tianquan and Baoxing counties. In the six months after the earthquake, these five new CFSs have provided psychosocial support, and child development, protection and participation services to 9,746 children and 4,900 parents. Further, three CFS in Yiliang, Zhaotong established after the Yiliang Earthquake in 2012 continued to provide community services for 1,000 children and their families in the affected communities.

**PC 5 - HIV/AIDS**

**On-track**

**PCR** 0860/A0/04/705 By 2015, women, children and young people in China are better protected against the spread and impact of HIV-AIDS.

**Progress:** In close collaboration with central and local level counterparts from Government institutions and civil society, UNICEF worked to strengthen HIV/AIDS-specific interventions and move towards equitable HIV 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 received technical support, expert consultations, meetings, field visits and policy briefs to support the development of policies and action plans aimed at improving service delivery in regard to HIV/AIDS prevention, care and support. This support contributed to the development of HIV and AIDS-specific and sensitive policies and action plans, including: the Policy Action Plan for Further Strengthening AIDS Prevention and Care Responses by Multiple Central Sectors, Policy to Support Civil Society Organization Participation through Government Funding and Tax Deduction, and Policy on Child Welfare for Children without Care Givers.

Strengthening of family and community-based care for children affected by HIV/AIDS was promoted through grassroots-level interventions and national advocacy and 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 going to scale. As such, early infant diagnosis was expanded to the entire country; over 3,000 children from 30 provinces/municipalities benefited from free paediatric AIDS treatment and social economic support; about 4,000 children and an additional 4,000 women received PMTCT support; the communication campaign for family-like support for children affected by AIDS was scaled up to 15 provinces with over 5000 children receiving such support; and over 70,000 children from 120 project villages received assistance from village welfare directors who facilitated the provision and coordination of local social services in project sites. The latter contributed to the strengthening of community level child welfare services and improved social protection schemes for children without care givers in another five provinces through the Ministry of Civil Affairs and local Governments.

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. China Centre for Health Education, NHFPC has taken on the "Blue and Red Ribbon" website into its own system aiming to provide authoritative information on adolescent HIV-Sexual and Reproductive Health (SRH) at national level, and GIS-based referral services on HIV Voluntary Counselling and Testing. A number of Blue-and-Red Ribbon adolescent health service centres have been established in project areas of Yunnan, Henan, Jinlin and Shenzhen, in collaboration with local authorities and civil society to leverage support for adolescents at scale – over 45,000 adolescents have reached with Youth Ambassador community based and ICT based activities. Further exploration on using technology to improve adolescent knowledge and service uptake has shown great promise as adolescent driven service promotion using QQ, WeChat and Weibo are leading adolescents to HIV-STI testing and counselling.

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, in collaboration with China National Committee for the Care of Children, China Academy of Sciences Institute of Psychology and the Ministry of Justice, and support of UNICEF in curriculum development and training of police officers. The Ministry of Justice agreed to endorse the curriculum.

**IR 0860/A0/04/705/051 By 2015, Government policy, capacity and legal environment is strengthened to address children, young people and AIDS.**


UNICEF supported policy action review and planning coordination by SCAWCO with key Ministries, central mass organizations and provinces to develop key strategies and actions with a refined new division of labour on prevention, treatment and social welfare.

To further develop the policy on better support to civil society organizations in response on AIDS at community level, SCAWCO supported by UNICEF, organized information collection sessions with experts, civil society organizations, Government sectors for finance, social budget and tax to formulate policy proposals.
UNICEF contributed SCAWCO-coordinated information collection with the Ministry of Education, Central Youth League, NHFPC and adolescents, for a policy recommendation on reproductive health education for adolescents in college and universities.

To support the provincial implementation of national policies, SCAWCO carried out high level advocacy and planning trips to Guangxi, Chongqing, Anhui and Guizhou with UNICEF support, leading to increased awareness and increased action at local level.

UNICEF supported MCA to conduct expert consultations, an international experience desk review and the collection of field information in seven provinces in order to support the development of policy recommendations on child welfare services and living allowances for children without care givers, as well as the development of the framework for the draft child welfare act.

A key bottleneck to the development and approval of policy proposals is insufficient availability of national level funds, particularly, central funding allocation to vulnerable children and their families other than those 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/advocate local development initiatives that target children and women affected by HIV/AIDS, as well as other vulnerable children.

---

**IR** 0860/A0/04/705/052 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.

**Progress:** The UNICEF-supported national and pilot prevention of mother-to-child transmission of HIV (PMTCT) programme, paediatric care and child welfare programme achieved better results in project sites, and good practices have been expanded from project sites to other provinces in the country.

Diagnosis and interventions in the early stages of the pregnancy or before pregnancy is a key strategy to further decrease the mother to child transmission rate of HIV/HB/syphilis. At the Xinjiang PMTCT project site, community care increased the rate of early ANC attendance including HIV/HB/Syphilis testing from 17 per cent to 24 per cent between 2012 and 2013, and from 35 per cent to 39 per cent between 2012 and 2013 within the Yunnan project site. Good practices were developed on the prevention of unwanted pregnancies and the early initiation of anti-retroviral treatment for HIV positive husbands to prevent sexual transmission among sero-discordant couples.

The national paediatric AIDS programme progressed in 2013. Over 4000 children exposed to HIV received an early infant diagnosis, and over 3,000 children from 30 provinces/municipalities received free paediatric AIDS treatment, living allowances and social care services.

In terms of social protection and welfare for children affected by AIDS and other vulnerable children, UNICEF support to village child welfare directors and China National Committee for the Care of Children (CNCCC) focal point allowed the provision and coordination of social services for children with a result of over 2000 children registered into the civil registration “hukou” system and medical insurance system, and over 6000 children received educational grants for formal education and vocational schools in 2013. The Mid-Term Review of the child welfare project undertaken in 2013 showed that in the project sites, the percentage of children not registered under the Hukou system decreased from 5 per cent in 2010 to 2 per cent in 2012; that the drop-out rate of school-age children fell from 5.3 per cent to 1.8 per cent; enrolment rates of disabled children rose from 59.4 per cent to 84.5 per cent; 2 per cent of the children left home to work before turning 16 years old, compared with 4 per cent at baseline; and 1.2 per cent got married before 18 years of age compared with 3 per cent at baseline in 2010. The good practices and evidence in project sites contributed to the development of the community-level child welfare director system and extra social protection schemes establishment for children without caregivers in other five provinces by the Ministry of Civil Affairs and local Governments.

Key Information, Education and Communication (IEC) materials and tools were developed to improve access to prevention, treatment and care, including: a television TV spot and local language materials to mobilize pregnant women to take up free antenatal care (ANC) services; guidelines on community-based interventions to promote early diagnosis, early counselling, early treatment, early prevention and early care by Directorate of Community Development (DCD) and community health workers; and, a refined tool for village welfare directors to conduct group activities and support social welfare coordination for children.

Information sharing and advocacy initiatives included the release of the China Child Welfare Stocktaking Report...
2013 by the Child Welfare Expert Group, Child Welfare Week and child rights awareness raising campaigns, as well as a project publicity and on-line learning for project implementation staff through child welfare project, weibo, websites and newsletters. An on-line group application supporting instant message exchange, enabled 74 child welfare directors who have wireless cell phone access, and allowed 27 experts and programme managers to exchange information on a daily basis.

UNICEF supported the collection of information on: the prevention of unwanted pregnancies, child deaths, early feedback and responses to infant diagnoses, and counselling with adolescents living with HIV for better treatment adherence and safer sex. The results have been used to guide the development of gender-sensitive and equitable local PMTCT implementation plans.

**IR 0860/A0/04/705/053** By 2015, young people in pilot areas, especially the most vulnerable, have increased access to HIV/Sexual and Reproductive Health (SRH) information and services.

**Progress:** As per the recommendation of the country programme MTR, further progress was made to establish a multi-channel interactive electronic communication platform and peer education to increase the knowledge of reproductive health and HIV/STI among adolescents and young key populations at higher HIV risks, information on where to seek services and monitor service utilization in pilot sites. The programme aims to address the recent steady increase in the proportion of sexual transmission, increased proportion of new infections among adolescents and youth (by 12.8 per cent among the 15-24 groups in 2012), low level of service use, and low condom use (under 30 per cent at pilot sites). The programme also aims to address the dilemma of young key populations not reached with mainstream messages, and adolescent needs and rights not adequately addressed in programmes targeting key populations.

The China Centre for Health Education and the NHFPC have taken the Unite for Children, Unite Against AIDS "Blue-and-Red Ribbon Web" into the national health education information platform, providing adolescent-friendly information on HIV-Sexual and Reproductive Health RH, and showcasing adolescent prevention activities and GIS-based service referrals on HIV counselling and testing. This platform achieved 1,200 daily page views within one month of the launch. At local level, adolescents have taken the lead in exploring the use of technology - using hotlines at Youth Health Centres, and social media such as Tencent QQ Chat/Sina Weibo/Wechat to obtain information on adolescent services for HIV, STI and unplanned pregnancies. A WeChat Group to manage programmes and build capacity of programme volunteers was established to facilitate communication; and a WeChat newsletter sent out messages three times a week. After a successful test-run in 2013, the Adolescent Prevention WeChat newsletter is ready for large scale dissemination in 2014.

Youth-stakeholder partnerships for sustainability and targeting have taken many forms based on local capacity and needs. Partnerships include work with: UNICEF-supported Blue-Red Ribbon health centres run by Youth Ambassadors in partnership with local Government (Henan); a Youth League volunteer association (Shenzhen); the private sector and community-based organisations (Beijing, Henan); the Education Bureau (Yunnan, Jilin), and health providers (Yunnan). Work has included a combination of large scale youth-led education campaigns, counselling (hotlines at Youth Health Centres, Tencent QQ Chat/Sina Weibo/Wechat) on HIV-SRH-psychological health, and outreach in university campuses and construction sites, as well as referral to HIV-STI-pregnancy services.

Counselling was provided to over 600 adolescents on HIV, STI and pregnancies; more than 45,000 young people participated in HIV-SRH learning via community outreach and ICT in 2013 in universities, technical vocational schools and construction sites with interactive HIV education sessions; and service referrals via WeChat/QQ and Weibo helped adolescents and young people to access early diagnoses of HIV, STI and Hep B.

An Android-based mobile application is under development with information on HIV/SRH, GIS-based information on services, linked with interactive platforms (WeChat/QQ) for counselling, and using QR code to offer discounts and incentives. The primary purpose of the app is to provide information, counselling, links to services, and support data collection. In the first half of 2014, UNICEF plans to undertake a 4,000 adolescent survey on issues of concern to them, preference for services, and habits on use of mobile applications, and use the findings as basis for discussion with a mobile developer, so that an appropriate app can be developed, tested and launched in 2014.

In collaboration with CNCCC 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 30 juvenile reformatories, reaching all juvenile offenders. The Ministry of Justice is working with UNICEF on the final review and endorsement of the curriculum. At the national training of over 80 police officers, an interactive,
computer-based learning module was released and received great interest from all the juvenile detention centres.

**PC 6 - Water, sanitation and hygiene**

<table>
<thead>
<tr>
<th>On-track</th>
</tr>
</thead>
</table>

**PCR 0860/A0/04/706** 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.

**Progress:** With the continued investment from the Government, non-Government organizations and private sector, access of people to both improved drinking water and sanitation grew in 2013. The UNICEF WASH Programme focused on sanitation and hygiene with efforts to reduce disparities and address identified bottlenecks. With UNICEF technical support and advocacy indicators on access to water and sanitation were integrated into the National Bureau of Statistics national poverty monitoring system – expanding the dimensions of poverty to include WASH access. Major bottlenecks to WASH improvements in China were identified and included cultural and social norms, departmental and sector coordination and collaboration, financial allocation and expenditure and local belief and practices. As a result, UNICEF subsequently worked intensely to effect changes in WASH social norms with school headmasters, township hospital directors, sector administrators of education and health, and planners from investment decision-making bodies of national, provincial and county level WASH-in-schools and township hospital project partners.

Leveraging UNICEF’s township WASH demonstration project, the Government continued to invest in improving water and sanitation conditions in rural township hospitals. Community Approach to Total Sanitation (CATS) successfully triggered a community movement in 24 villages moving to Open Defecation Free (ODF). WASH in Schools scale-up was achieved in Chongqing, one of the seven demonstration provinces, from one county to all the 40 counties. National debate about hand washing with soap and use of sanitary latrines was generated around Global Hand washing Day, World Toilet Day and other occasions through public media such as television, WeiBo (microblog) and WeChat (mobile app).

In 2014, the WASH Programme will strengthen C4D for sanitation and hygiene promotion, and support Government monitoring and analysis of inequities in WASH through public media, research work dissemination, training and group debate and inter-sector communication.

**IR 0860/A0/04/706/061** 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.

**Progress:** In 2013, UNICEF conducted a series of initiatives to strengthen Government policies, standards and guidelines on WASH. UNICEF engaged the Ministry of Finance and the National Patriotic Health Campaign Committee Office in policy dialogue regarding continued support for sanitation and hygiene and developing a strategy favouring total sanitation and behaviour change for impact. With UNICEF support, MOF and NPHCCO officials attended UNICEF regional and global forums, both sharing China’s budgeting and technical approaches and learning from other countries. UNICEF also supported a national forum to facilitate exchange between CATS provinces and one national leading province in sanitation, aimed at introducing participants to total sanitation as a more effective approach for achieving WASH results, compared to investing solely in household latrine construction. UNICEF developed a draft strategy paper and shared this with the Government for further consultation and development.

UNICEF supported the development of implementing guidelines for a WASH-led whole-school environment project, advocating for its adoption by the Ministry of Education. UNICEF then conducted a short training to all provinces on these guidelines, together with UNICEF-supported school WASH standards and guidelines, and then provided a more in-depth training to project provinces and counties.

Guidelines on WASH-in-township hospital construction were drafted and are expected to be finalized and used for new investments, which will ensure equity access of extreme local people including children and women visiting health facilities.
To improve public awareness on health-promoting sanitation and hygiene norms and behaviours, UNICEF provided significant technical support to NPHCCO to carry out large scale campaigns, using both national and international days to communicate key messages. NPHCCO issued an official document calling on sub-national sanitation authorities to organize meaningful events on Global Hand washing Day and the World Toilet Day, which will be adopted as a routine practice in China.

After UNICEF conducted training on WHO water safety plan guidelines for water supply practitioners and then field-tested these guidelines, a set of Water Safety Plan Guidelines tailored to the Chinese context was drafted. After further consultations with additional experts in this area, these guidelines are expected to be adopted by the Ministry of Water Resources to guide the operation of rural water supply works.

UNICEF also supported studies showing disparities in rural water supply and rural sanitation; the results and subsequent action to address disparities are expected to be integrated into policies related to future Government investments.

UNICEF and the GoC are exploring new types of toilets for emergencies and for cold climates which will guide future interventions.

Finally, the WASH Programme was involved in the China National Child Survival Strategy development and engaged in making WASH interventions a core part of the strategy package.

**IR 0860/A0/04/706/062** By 2015, institutional and community capacity is increased in development and management of sustainable Water, Sanitation and Environment in rural communities and schools.

**Progress:** To increase local WASH capacity, the CATS project implementation guidelines, ODF standards and the CATS training manual for triggering were translated in local languages and then used to train 40 county and provincial-level sanitation and hygiene officers and practitioners from the Centre for Disease Control and Prevention in all five project counties and provinces. The training of these practitioners triggered collective action in 24 villages to improve household latrines and village clean-up. These villages claimed by themselves to be ODF and will be certified and promoted.

The implementing guidelines for the WASH-led whole-school environment approach were developed with the inclusion of essential concepts, strategies, content and monitoring indicator frameworks. UNICEF supported various training activities to build capacity of key stakeholders. About 550 key implementers (including provincial and county education administrators and 330 school headmasters of 13 counties of seven provinces) were trained on the approach and on the use of tools for sanitation and hygiene behaviour impact. About 240 prefectural and provincial-level officers responsible for school construction planning were trained on child-friendly WASH standards and technical guidelines.

Within schools, 160 school headmasters and canteen managers were trained on nutrition, environment and safety. As a result, more than 40 project schools developed school management plans incorporating WASH; 20 schools from 6 counties constructed sanitary latrines and hand washing facilities; over 280 schools organized hand washing with soap activities, with many schools making hand washing with soap a routine group practice before lunch; and messages on correct hand washing with soap were disseminated to local communities through television and other channels. The promotion of the WASH-led whole-school environment approach was scaled-up in two additional provinces; one to all the 20 counties of Qianxinan Prefecture in Guizhou and one to all 40 counties of the Chongqing.

Additionally, UNICEF supported the training of 220 Government officials at provincial, prefectural, and county-level, as well as within medical institutions on township hospital construction planning, WASH facilities design and construction, how to use WASH advocacy tools, and mobilizing the local, public and surrounding communities to build and use sanitary latrines to change cultural and social norms and behaviour. Greater attention to WASH in medical institutions was emphasized, with the suggestion to create a specific budget line for WASH interventions. The construction/reconstruction/improvement of water supply, wastewater treatment systems, sanitary latrines/toilet, hand washing, medical waste collection and management facilities in the 25 pilot township hospitals of the five project counties/provinces received UNICEF technical assistance and are completed. Based on field inspection and a review of the construction process, lessons and experiences were documented, and are being integrated into the development of the construction guidelines which will be promoted nationally.
### PC 9 - Cross-sectoral costs

<table>
<thead>
<tr>
<th>PCR 0860/A0/04/707</th>
<th>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</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Progress:</strong></td>
<td><strong>On Track</strong></td>
</tr>
</tbody>
</table>

**IR 0860/A0/04/707/071** Efficient and effective supply and procurement service intersectoral support contributes to successful achievement of Country Programme results.

**Progress:**

On track

**IR 0860/A0/04/707/072** Efficient and effective communication intersectoral support contributes to successful achievement of Country Programme results.

**Progress:**

On track

**IR 0860/A0/04/707/073** By 2015, efficient and effective planning, monitoring, evaluation and intersectoral support contributes to successful achievement of Country Programme results.

**Progress:**

On track

**IR 0860/A0/04/707/074** IR-7.4 UNICEF provided human resource support through this 'Intermediate Result' with the funds utilized in this IR to mainly help the organization contribute to the achievement of other IRs within the programme component, or across Programme components in the country programme of cooperation.

**Progress:**

UNICEF provided human resource support through this Output 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

**IR 0860/A0/04/707/075** Rapid Emergency Response

**Progress:** **On Track**

**PCR 0860/A0/04/800** Effective & efficient programme management and operations support

**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 IPSAS. Also achieved results on Office priorities, cost savings, simplifying business processes, enhancing staff skills and competencies and building staff morale.

<table>
<thead>
<tr>
<th>IR 0860/A0/04/800/001 IR-8.1 Effective and efficient Governance</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Progress:</strong> On Track</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>IR 0860/A0/04/800/002 IR-8.2 Effective and efficient Management</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Progress:</strong> On Track</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>IR 0860/A0/04/800/003 IR-8.3 Effective and efficient management</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Progress:</strong> On Track</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>IR 0860/A0/04/800/004 Fundraising: in-country private sector fundraising cost-efficiently generates quality funding to the Country Programme (OR) and, where applicable, contributes to global Regular Resources (RR) and/or Thematic Contributions (ORT) funding for humanitarian programmes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Progress:</strong> On Track</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>IR 0860/A0/04/800/005 Sales: sales of cards and gifts, either via direct sales or licensing agreements, generates Regular Resources in a cost-efficient manner</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Progress:</strong> On Track</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>IR 0860/P0/04/800/084 New Element PSFR</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Progress:</strong> Met</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PCR 0860/A0/04/880 Development Effectiveness</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Progress:</strong> On Track</td>
</tr>
</tbody>
</table>
IR 0860/A0/04/880/001 Programme Coordination
Progress: On Track

IR 0860/A0/04/880/002 Advocacy / Communication
Progress: On Track
Effective Governance Structure

The UNICEF-China Country Management Team (CMT) monthly meeting agenda in 2013 covered programme management, operations management, advocacy and communication, emergency preparedness, human resources and staff association issues and feedback from high level meetings and consultations. Monthly updates are also provided on progress with gender and equity issues. Major CMT decisions in 2013 included: working with UNICEF-China partners on a reimbursement modality, strengthening programme monitoring, the Effectiveness and Efficiency (E&E) exercise in the Office including the establishment of a Vision Hub, and the establishment of ICT Governance and Change Management Task Teams. The CMT also reviewed implementation of office key priorities outlined in the 2013 Annual Management Plan. Fundraising progress was also reviewed on a monthly basis.

The monthly Programme Management Team (PMT) deliberated on issues of cross-programmatic significance, taking programmatic/operational decisions where necessary to support enhanced programme coordination, planning, implementation and monitoring and referred any policy recommendations or decisions to the CMT for endorsement. The PMT also reviewed a dashboard of key indicators and ensured follow up actions as necessary.

The bi-monthly Programme Coordination Meetings reviewed issues that increase the quality of country programme delivery through strengthening coordination between different programmes. This was facilitated through presentations and discussions of cross-cutting issues/priorities, identifying critical actions for greater coordination between/among programmes and following up on these critical issues/actions. Each Programme Team also met at least monthly and submitted a monthly report to the Deputy Representative.

Office committees such as Contract Review Committee, Property Survey Board, Central Review Body, Human Resource Development Committee (HRDC), Peer Review Group, and the ICT Governance Committee all functioned very efficiently and effectively in the Office. Key issues and recommendations of the HRDC and ICT Governance Committees were discussed and endorsed by the CMT.

A key governance initiative in 2013 was the development of a more systematic and risk-informed approach to programme monitoring. As an initial step to reduce programme risk, the predominant cash assistance modality for implementing partners shifted from cash advances to reimbursement during the year. To strengthen programme monitoring, the Office developed a blueprint for the office monitoring system, which includes a programme risk assessment process; the development of specific risk-informed programme monitoring plans; tools, templates and checklists to support field monitoring; an SOP for programme staff aimed at facilitating a feedback loop (i.e., the use of field findings on implementation bottlenecks feeding back into ongoing programme interventions). 2014 will see the development of an IT platform to facilitate the input, storage, use and analysis of programme monitoring data and focused staff and partner capacity development to facilitate this initiative.

The UNICEF Office of Internal Audit and Investigation (OIAI) carried out an internal audit of UNICEF-China from 17 September to 4th October 2013. The report is expected in 2014.
Strategic Risk Management

The Office reviewed its risk profile and risk control library at the CMT meeting and endorsed the updated risk profiles in line with new Enterprise Risk Management (ERM) guidelines. Office-wide risks have been entered in VISION as well. The Office continued its efforts using a risk-informed approach in its locally developed Standard Operating Procedures, including for cash transfers, and to guide the simplification of business processes.

A MoU with UNFPA to support back-up office space and facilities has also renewed as part of the Office's business continuity plan (BCP). The facilities provided by UNFPA were tested and found satisfactory. The Office is in the process of storing some ICT equipment at UNFPA premises to enhance its capacity for smooth operations in the event of an emergency. The BCP and ICT Disaster Recovery Plan was also updated with new information during this period.

UNICEF chairs the UN Disaster Management Team in China and actively participates in the UN Country Team, Operations Management Team and UN Security Management meetings. The 2013 UN Department of Safety and Security assessment report stated that the Office is fully MOSS compliant. The Office also successfully organized a fire drill as part of the security risk management plans.

Since the May 2008 earthquake in China, UNICEF has continued to provide emergency response support for a number of less severe but significant emergencies. This included the Yushu earthquake (2010), Yiliang earthquake (2012), Ya’an earthquake (2013) and Gansu earthquake (2013). The total Other Resources -Emergency raised for the 2011-2015 cycle to date is US$2.59 million. However, since China is a middle-income country with significant financial and human resources, the emphasis of UNICEF-China’s emergency assistance has increasingly shifted from emergency relief supplies and equipment in the immediate response phase, to more substantive technical inputs in the recovery phase. Emergency programming continued to serve as a means to leverage policy change and pilot new programme innovations. In the coming years, emergency preparedness and DRR will be an increasing priority.

Evaluation

UNICEF-China continued to use the Integrated Monitoring and Evaluation Plan (IMEP) to plan and prioritize strategic research and evaluations for the Country Programme. As described in the Country Programme Analytical Overview above, the Office has in place a quality assurance process for studies, surveys and evaluation and this process was strengthened in 2013, with newly developed standard operating procedures established for SSEs, and a Peer Review Group to review for quality. Recommendations from a 2012 strategic review of SSEs were followed up in 2013, with the Office sharpening the overall strategic direction of research through a research and evaluation prioritization process, followed by a review process that screens research for clear linkages between action research and policy advocacy, and improving internal capacity for managing research.

In 2013, UNICEF-China provided management responses to the 2012 Final Evaluation of the MDG Fund Joint UN-China Programme Protecting and Promoting the Rights of China’s Vulnerable Young Migrants. As this was a Joint UN programme, most of the evaluation recommendations required the collective action of the participating UN agencies, rather than a single agency, therefore UNICEF provided management responses and follow-up
actions for those recommendations that were of UNICEF specific country programming relevance. This includes action to support: greater cohesion of outputs, enhanced UN-Government dialogue and increasing national ownership to improve sustainability, geographic convergence of pilot sites, and improved monitoring to improve sustainability. All of these management responses were addressed during the MTR review and programme planning processes that followed, and closed by the end of 2013. In addition, UNICEF-China used the opportunity of this evaluation to brief programme staff on the evaluation’s findings and recommendations. These formed the basis of internal discussion for broader Office learning from evaluations and contributed to improve programme design.

UNICEF-China also provided technical support to an assessment of the "Building Back Better” Project in Xihe County of Gansu Province. The report was finalized in 2013 with useful findings and recommendations and the country Office will disseminate the assessment’s findings and learning and respond to recommendations in 2014.

**Effective Use of Information and Communication Technology**

With the establishment of ICT Governance Committee in 2013, the China Office further improved its overall ICT management to ensure that use of all ICT is aligned with the Office’s strategic objectives. The ICT governance committee acts as an advisory board to the CMT and makes recommendations to the CMT on various ICT management issues, such as the management of the Office website, and the implementation of the “bring your own device” policy (BYOD).

With the implementation of DHCP and release of private Internet Protocol address, user mobility will be improved and more address resources will be available for future expansion of the office IT environment. Almost one third of the users are using their own mobile device for accessing office emails since the BYOD policy was issued. This was increased efficacy and effectiveness in the day to day work.

Overall, access to VISION from the office network is acceptable. The Office will continue its efforts to secure better internet connection for access to corporate applications.

To improve website stability and security, the Office website was moved to a new hosting service platform which is based on cloud technology and is operated by one the of largest e-commerce companies in China. The Office also made efforts to integrate social media with the website to better support programme advocacy and fundraising.

The Office is planning to develop an MS Sharepoint-based IT system to strength its programme monitoring which is one of the priorities of the Office management plan in the next two years.

The local IT system was well maintained and stable. A new hyper-v host was installed and a backup security gateway was procured. The UNICEF Regional Office support in the procurement of some ICT equipment from the regional contingency fund as well as UNICEF-China ICT procurement plan endorsement by the CMT will greatly help maintain ICT services efficiently and effectively in the Office. Computers older than four years will be replaced to improve user productivity. Blackberries will be replaced by smart phones in 2014 to allow users communicate more efficiently.
The ICT disaster and recovery plan was tested during the Office business continuity test. Emergency preparedness and business continuity capacity were strengthened.

**Fund-raising and Donor Relations**

In 2013, UNICEF-China secured over US$12 million in Other Resources (OR) funding from two primary sources: private supporters in China and National Committee partnerships worldwide. OR for China is almost entirely derived from these two sources.

Chinese private sector donations grew to over US$8 million in 2013, representing a 33 per cent increase over 2012. Repeat-giving, which continued to expand at a good pace, comprised most of this growth. This trend is expected to continue in 2014.

In 2013, the growth of the Chinese philanthropy sector generally slowed; however, there was steady movement towards a more participatory model in the sector. UNICEF-China launched its own e-shop on Taobao, the world’s largest e-commerce platform. The shop features Inspired Gifts, an established UNICEF National Committee brand, which allows donations toward supply assistance during the year-end holiday season. The Taobao Inspired Giftshop, the first of its kind in China, met with good success since it was launched in mid-December, and provided an early indication that the general public is interested in helping children in other countries.

Donations from National Committees totalled US $4.4 million, representing a 55 per cent decline from 2012. Almost 80 per cent of National Committee income came from the Hong Kong Committee for UNICEF. The Office is currently engaged in nine advanced funding partnership negotiations with four National Committees.

The Country Programme OR ceiling for the 2011-2015 programme cycle is $82 million, which represents an annual average $16.4 million. For the three years ending 2013, UNICEF-China utilized $29.2 million of OR (59 per cent of the five year total). The pace of funds utilization has been accelerating. In 2013, $13.5 million, 82 per cent of the year’s programme ceiling was utilised. UNICEF-China submitted 40 donor reports, all on time.

**Management of Financial and Other Assets**

The Office organised several orientation sessions for staff to enhance their understanding of VISION roles and responsibilities, implementation of reimbursement modality of cash transfers, the new policy on financial control, and on the policy on Fraud and Corruption and Sexual Harassment and Abuse of Authority. Several Vision clinics were organised for programme and operations staff. Office staff also benefitted from WebEx seminars organised by NYHQ on a range of issues.

The Office also analysed common risks in the disbursement of cash assistance and developed strategies to mitigate these risks. The programme moved nearly all partners to the reimbursement modality substantially reducing the majority of the risks as well as reducing 30 per cent of the business processes related to cash transfers. The Government of China has not yet agreed to the implementation of HACT in China.

China Office also conducted 24 spot checks and monitored spot check recommendations
strictly. Some of the risks identified during the spot checks were mitigated by establishing adequate controls in consultation with the OIAI. The Office placed a high priority on risk mitigation, and is in the process of designing a systematic programme monitoring system on SharePoint to mitigate some of the major risks. The programme meeting reviewed the status of open spot check recommendations on a monthly basis.

Orientation on the UNICEF Cash Assistance policy was also provided to almost 100 partners in the annual planning meeting with partners in January 2013. Orientation to partners were also conducted in the field during the missions of UNICEF staff members. The UNICEF-China programme manual was also updated taking into consideration comments and suggestions from UNICEF partners.

While the OIAI Audit Report has not yet been received, the Auditors highlighted satisfactory controls in the area of Operations Support at their exit meeting. These included timely submission of bank reconciliation reports, year-end reports, administration of petty cash account and recording of Plant, Property and Equipment. China Office pays great attention in all financial management areas including forecasting of monthly cash, payroll, reconciliation of open items and timely submission of bank reconciliation, interim and year-end closing reports.

Monthly monitoring of funds utilization rates, outstanding Direct Cash Transfers and donor reporting by the CMT helped the Office achieve satisfactory progress in these areas. The office utilized 100 per cent of regular resources (RR) and institutional budget, and no advances were outstanding for more than 6 months.

### Supply Management

In 2013, the total value of procurement for the UNICEF-China programme was US$3.1 million, covering 185 purchase order. Altogether, 39 institutional contracts worth US$1.3 million were processed. Delivery of supplies within a few days after the April 2012 Ya'an earthquake enabled the rapid establishment of Child Friendly Spaces for emergency-affected children just days after the earthquake.

Procurement for other UNICEF offices, including Afghanistan, the Democratic People’s Republic of Korea (DPRK), Iraq, Lebanon, Occupied Palestine Territories, Philippines, Uganda and Yemen reached approximately US$7.2 million, of which 34 per cent was for DPRK. Another US$4 million of procurement is in process. UNICEF-China also managed complex shipments of goods for UNICEF Afghanistan and DPRK.

UNICEF-China also provided rapid support to the Typhoon Haiyan emergency in Philippines, with support of Long-Term Arrangement (LTA) holders and global freight forwarders.

UNICEF-China trans-shipped some US$2.2 million worth of vaccines and other supplies for UNICEF-DPRK procured by the Supply Division. To support the smooth operation of the supply chain system, one mission was undertaken to UNICEF-DPRK.

13 new LTAs were established in 2013, bringing the total number of valid LTAs to 37, which includes those for common UN procurement of stationeries. The growing number of LTAs further helped the office to deliver supplies in a timely way for timely, quality programme implementation.
To ensure that quality supplies are procured, ISO certificates were obtained from the manufacturers, and factory inspection and Pre Delivery inspection (PDI) were conducted. UNICEF-China contributed to the work being done on Child Rights and Business Principles in China by developing and testing the Social Accountability Checklist, which is being integrated into factory inspections.

UNICEF-China supported the management of the Regional Logistics Centre (RLC) in Shanghai, where 191,755 educational kits worth US$14.34 million were packed and delivered to Burkina Faso, Burundi, Cameroon, Central Africa, Chad, Denmark, DPRK, Democratic Republic of the Congo, Dubai, Eritrea, Ethiopia, India, Iraq, Israel, Lebanon, Madagascar, Malawi, Niger, Rwanda, Senegal, Syria, South Sudan, Uganda and Yemen. This was an increase of 23 per cent compared to 2012. On behalf of the Supply Division, UNICEF-China also negotiated with the Government of China to simplify the export process and ultimately enable the RLC to expand to become a regional emergency hub.

Given the trend of global collaboration UNICEF-China Supply staff facilitated two missions to China, one from DPRK for supply orientation and the other from UNICEF Uganda for an event of MoU signature with an out-source IT company for innovation of a digital school-in-box (Mobi-station).

Based on the experience and the capacity of the Government, changes were made to the Project Operation Manual to include procurement of printing materials, small value emergency supplies, and construction materials through the Government using the reimbursement mode.

**Human Resources**

The October 2013 UNICEF East Asia and Pacific Programme and Budget Review (PBR) approved a number of changes in the staffing structure in line with MTR findings. This included abolition of 11 positions (eight vacant, three encumbered International Professional section chief positions at P4 level) and the establishment of two new P5 Section Chief positions. The PBR also supported reporting changes for 17 posts.

The Office will be shifting some positions from Regular Resources (RR) to OR in view of the continued decreasing RR allocations. The Office is developing criteria to shift positions from RR to OR in consultation with all staff for the next country programme.

To support implementation of the MTR findings, the Office is also in the process of developing a new Strategic Staff Development Plan, focusing on developing capacity for Programme Monitoring, Research Management and Advocacy. Furthermore with the advent of the establishment of a VISION hub in 2014 staff will need competency strengthening on financial management and the related systems such as SAP, VISION and the International Public Sector Accounting Standards.

In order to facilitate the change process driven by the MTR outcomes, organizational change and dramatic changes in China itself, the Office established a Change Task Team to support both Management and Staff in the facilitation of various change initiatives. The Team is particularly focused on strengthening coordination and communication mechanisms. The Office hired a senior change management consultant to this work.
The Office attaches high priority in recruitment of right candidate as the requirements are unique compared to other countries. In 2013, five recruitments were completed: two international and three national. The Office also continued to recruit young and talented people as interns to support innovative initiatives for achieving results. The Office achieved 100 per cent completion of the Performance Appraisal System (PAS/e-PAS) for the 2012 assessment cycle.

China Office also provided continuous human resources support to other countries in the region in 2013. This included HR service to Mongolia Office, administrative, finance and ICT support to DPRK Office and emergency support to the Philippines Office in the area of supply and procurement through deployment of UNICEF-China staff members.

The Office continued to maintain excellent communication with the Staff Association on key staff issues and concerns. Four Joint Consultative Committee (JCC) meetings were held in 2013. Key JCC discussions and decisions included: programme and staffing structure, establishment of Vision Hubs to gain efficiency and effectiveness, staff welfare issues (breast feeding room for mothers and improvement of office canteen), staff morale survey issues, temporary freeze on hiring of staff before PBR, learning and career development opportunities for staff. The Office also achieved internal rotation of eight staff members across various sections against a target of 10. Internal rotation guidelines were endorsed by the CMT in December 2013.

The CMT continued to periodically monitor follow up actions on the 2011 Global Staff Survey as part of its regular review of the Annual Management Plan.

**Efficiency Gains and Cost Savings**

A cost savings plan was approved by the CMT in June 2012. The Office has since then been monitoring savings realized in operational areas such as travel, utilities, rent negotiation, replenishment of currency, communication and recruitment. The Office realized a savings of US$131,000 against a target of $100,000/year. The Office abolished the receptionist position as outsourcing of this function provided a net annual savings of $15,000.

The Office has been consolidating travel authorizations and Daily Subsistence Allowance payment on a monthly basis since September 2012.

A VISION hub task force was created to provide a proposal to CMT on the establishment of VISION Hubs to carry out day-to-day business transactions. Establishment of a VISION Hub would: (i) enhance mission focus – free up staff time to enhance important programme activities such as field monitoring, knowledge management, and enhancing partners’ capacities; (ii) ensure efficient and effective business transactions with providing future back up support to other COs in the region; and (iii) reduce duplications, fragmentation and enhance expertise knowledge to ensure top quality data at all times. The VISION Hub Task Force presented the proposal to the CMT on 13th December, which was endorsed for implementation at the beginning of February 2014.

UNICEF-China continued to work with other UN agencies to issue LTAs for cleaning, security, stationery, and travel services. UNICEF serves as the Vice-Chair for UN Operations Management Team in China.
Two of UNICEF-China staff members also contributed to the global Efficiency and Effectiveness exercise on Direct Cash Transfers and Supply management, as members of the field reference groups.

Changes in AMP & CPMP

The Office identified several key priority areas following a staff retreat in January 2013. The CMT reviewed key priorities mentioned in the AMP twice a year. These included programme advocacy, programme monitoring, knowledge management, the Efficiency and Effectiveness exercise, OR funding, career development and staff wellbeing. The office is on track to meet several key targets outlined in the AMP.

Strengthening programme collaboration and integration emerged as a key theme of the MTR as mentioned earlier. The Office will focus on strengthening both the quality of and linkages between Knowledge, Evidence and Advocacy for children. The MTR emphasised that UNICEF must continue to be highly strategic, innovative and continue to strive to more effectively implement the “business model” for China – pilots to policy to results at scale. Accordingly the Country Programme Management Plan was revised and a proposal to the PBR was submitted, which was approved in October 2013.

Summary Notes and Acronyms

ACWF – All China Women’s Federation
AMP - Annual Management Plan
ANC - Antenatal care
BYOD - Bring Your Own Device
BCP - Business Continuity Plan
C4D - Communication for Development
CATS - Community Approach to Total Sanitation
CCT - Conditional cash transfer
CDC - Centre for Disease Control
CEDAW - Convention on the Elimination of Discrimination Against Women
CFS - Child Friendly Spaces
CIP - Child Injury Prevention
CLTS - Community-Led Total Sanitation
CMT - Country Management Team
CNCCC - China National Committee for the Care of Children
CRC - Convention on the Rights of the Child
DRR - Disaster Risk Reduction
ECD - Early Childhood Development
EFA - Education for All
ELDG - Early Learning and Development Guidelines
EMIS - Education Management Information System
EPI - Expanded Programme on Immunization
ERM - Enterprise Risk Management
GoC - Government of China
HRDC - Human Resources Development Committee
ICT - Information and Communication Technology
IEC - Information, Education and Communication
IECD - Integrated Early Childhood Development
IMEP - Integrated Monitoring and Evaluation Plan
SSC - South-South Cooperation
SSE - Studies, Surveys and Evaluations
SOP - Standard Operating Procedures
U5MR - Under-five Mortality Rate
UNDP - United Nations Development Programme
UNFPA - United Nations Population Fund
UNICEF - United Nations Children’s Fund
US$ - United States Dollar
VAC - Violence Against Children
VISION - Virtual Integrated System of Information
WASH - Water, Sanitation and Hygiene
WHO - World Health Organization
YYB - Ying Yang Bao (micronutrient sachets)
### Document Centre

#### Evaluation

<table>
<thead>
<tr>
<th>Title</th>
<th>Sequence Number</th>
<th>Type of Report</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Financing for Migrant Children’s Equitable Access to Compulsory Education</td>
<td>2013/001</td>
<td>Study</td>
</tr>
<tr>
<td>Achieving EFA and Beyond: Education for All in China 2000-2010</td>
<td>2013/002</td>
<td>SitAn</td>
</tr>
<tr>
<td>Exploratory Study of the Sichuan “Build Back Better” Early Childhood Development (BBB ECD) Project</td>
<td>2013/004</td>
<td>Study</td>
</tr>
<tr>
<td>Evaluation Research Report: MOE-UNICEF Build Back Better Project Implemented in Xihe County, Gansu Province, China</td>
<td>2013/003</td>
<td>Study</td>
</tr>
<tr>
<td>Study on Strategies to Reduce Maternal and Child Mortality in Rural Areas of China: Application of the Lives Saved Tool (LiST) in Gansu and Guizhou Provinces</td>
<td>2013/006</td>
<td>Study</td>
</tr>
<tr>
<td>Study on China’s Progress in Equitable Achievement of the Millennium Development Goals 4 and 5: an Assessment of Countdown Indicators by Province</td>
<td>2013/007</td>
<td>Study</td>
</tr>
<tr>
<td>Birth Certification and Registration: A Review of Policies and Practices</td>
<td>2013/008</td>
<td>Study</td>
</tr>
<tr>
<td>Birth Certification and Registration: Towards the Development of Electronic Birth Certificates in China</td>
<td>2013/009</td>
<td>Study</td>
</tr>
<tr>
<td>Report on Women and Child Health Care Policy of China’s Internal Migrants</td>
<td>2013/010</td>
<td>Study</td>
</tr>
<tr>
<td>Study on the Standard and Intervention Measures for High Water Iodine Areas</td>
<td>2013/011</td>
<td>Study</td>
</tr>
<tr>
<td>Research on Local Policies about Private Kindergartens that Provide Affordable Public Services (PKPPS)</td>
<td>2013/005</td>
<td>Study</td>
</tr>
<tr>
<td>Child Health Security in China: A Survey of Child Health Insurance Coverage in Diverse Areas of the Country</td>
<td>2013/012</td>
<td>Study</td>
</tr>
<tr>
<td>Effect of Iron Deficiency Anaemia in Pregnancy on Child Mental Development in Rural China</td>
<td>2013/013</td>
<td>Study</td>
</tr>
<tr>
<td>Socioeconomic Status and the Incidence of Child Injuries in China</td>
<td>2013/014</td>
<td>Study</td>
</tr>
</tbody>
</table>
### Other Publications

<table>
<thead>
<tr>
<th>Title</th>
<th>Document Type/Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Violence Against Children Community Response Toolkit</td>
<td></td>
</tr>
<tr>
<td>3 Achieving EFA and Beyond: Education for All in China 2000 -2010</td>
<td></td>
</tr>
<tr>
<td>4 Brochure on the Introduction of the County-level Integrated Child Friendly Education Plan (Total Quality County)</td>
<td></td>
</tr>
<tr>
<td>5 Early Learning Development Guidelines (3-6 ELDGs)</td>
<td></td>
</tr>
<tr>
<td>6 Story Books for 0-3 ECD (a set of 12 books)</td>
<td></td>
</tr>
<tr>
<td>7 Counselling Cards for Maternal Health; Counselling Cards for Child Health</td>
<td></td>
</tr>
<tr>
<td>8 Child injury Prevention Guidelines (a set of 5 prevention guidelines on drowning, road traffic accident, fall, animal bite and poisoning, separately)</td>
<td></td>
</tr>
<tr>
<td>9 Guidelines on Complementary Food Supplement</td>
<td></td>
</tr>
<tr>
<td>10 China Iodized Salt Monitoring Report</td>
<td></td>
</tr>
<tr>
<td>11 Water, Sanitation and Hygiene for Schoolchildren in Emergencies: A Guidebook for Teachers (Chinese translation)</td>
<td></td>
</tr>
<tr>
<td>12 Community-led Total Sanitation: Trainer’s Training Guide (Chinese translation)</td>
<td></td>
</tr>
<tr>
<td>14 Women and Men in China - Facts and Figures 2012 (English translation)</td>
<td></td>
</tr>
</tbody>
</table>

### Lessons Learned

<table>
<thead>
<tr>
<th>Title</th>
<th>Document Type/Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 UNICEF-China’s Child Development and Education Portal: A knowledge exchange website</td>
<td>Innovation</td>
</tr>
<tr>
<td>2 The 10m2 of Love Campaign</td>
<td>Innovation</td>
</tr>
</tbody>
</table>