



Save the Children  
救助儿童会

20



Save the Children in China

**2015 Annual Report**

# Build a better world for and with children

## ►► Our three global breakthroughs for 2030:

**SURVIVE** - No child dies from preventable causes before their fifth birthday

**LEARN** - All children learn from a quality basic education

**BE PROTECTED** - violence against children is no longer tolerated

Children are playing in groups in a Save the Children's rural immunization project village (Xuanhuan county, Dazhou City, Sichuan.)

## ►► OUR VISION

A world in which every child attains the right to survival, protection, development and participation.

## ►► OUR MISSION

Inspire breakthroughs in the way the world treats children and achieve immediate and lasting change in their lives.

## ►► OUR VALUES

We will stay true to our values of Accountability, Ambition, Collaboration, Creativity and Integrity.

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Save the Children obtained consent for all of the photos used in this review. For protection and privacy, some children were given aliases. Many thanks to all who contributed to writing, editing, designing, and printing of this annual review!

# 📊 2015 • Statistics

We worked in

# 12



provinces, cities  
and regions  
across china



Our projects in China  
directly benefited

# 420,530



adults and children

# 280,809



children directly benefited from our work in China.

Our media and  
campaign work in  
China reached

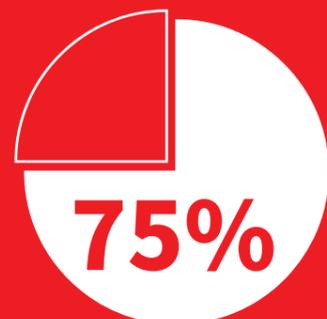


# 10 million

members of  
the general  
public in 2015.



We guaranteed high  
quality of child  
participation in



of all  
projects  
in China.

## 2015 • Our Story

2015 was a special year for Save the Children in China, as we celebrated 20 years of working formally in China. I remember first hearing about Save the Children's work in China in 1997 when I was travelling to Anhui Province for work with another employer. My partner from the provincial government started to tell me about a new partnership he was engaged in with Save the Children involving making welfare home more similar to foster family styles of care. He was hugely enthusiastic. What stuck in my mind for many years afterwards was the idea of an organisation which focused on solutions which were simple but effective.

We continue at Save the Children China to try to focus on ideas which are simple but effective. For instance, in 2015, we sought to further increase the impact of some very simple programme ideas including: introducing 'kangaroo mother care' for premature babies (making sure that the babies get all the benefits of skin to skin contact and breastfeeding); helping teachers use data from tests to stop children as early as primary school

falling behind in critical subjects like maths; making sure children have the facilities and know how to brush their teeth and wash their hands regularly; using child friendly spaces as a first line response to protect children after emergencies; helping parents and kindergarten teachers understand the critical importance of 'play' for learning readiness; ensuring that as kids transition from school to the world of work, they have the communication, planning, problem solving and confidence they need to thrive; and making sure that children with disabilities get the same opportunities as other kids by providing them with access to mainstream education when possible. These were just some of the interventions that lay at the heart of our programme work and which you can read about in this annual review. It is a reminder that getting things right for children may involve new ideas and technology (such as the as the mobile apps we have developed for village doctors, teenagers and new parents), but more often it is simply about having the capacity and systems in place to ensure that we help parents, caregivers and frontline children's workers consistently support children to develop with their full potential.

Of course, to put simple ideas into practice consistently and sustainably, takes a huge team effort between our staff, the frontline children's workers they are collaborating with, our government and social partners and our donors. When all the different partners are working seamlessly together for children, we get a bit of the 'swan effect': it looks easy and graceful to watch, but there is a lot of paddling under the water. For that I thank everyone who has contributed to our work in 2015. I hope that this review helps to show just how fruitful your hard work and 'paddling' has been. It has been a pleasure and a privilege to work with you all to bring about immediate and lasting change for China's children.

*Pia MacRae*

Pia MacRae  
Country Director  
Save the Children in China



Save the Children in China's Country Director Pia MacRae is talking to a boy when she visited a kindergarten in Hongya county, Meishan city, Sichuan, in 2015.



Working together to improve early childhood development services: Save the Children's staff visiting a kindergarten together with partners in Hongya county, Meishan city, Sichuan, in 2015.

# Save the Children's Work in the World and in China

## Where do we work in China?

**Shaanxi**  
Protection Programme  
Judicial Protection of Juvenile

**Guizhou**  
Protection Programme  
Piloting of Child Protection System Development

**Hubei**  
Protection Programme  
Piloting of Child Protection System Development

**Hebei**  
Education Programme  
Early Childhood Care and Development

**Jiangsu**  
Protection Programme  
Piloting of Child Protection System Development  
Judicial Protection of Juvenile

**Yunnan**  
Education Programme  
Early Childhood Care and Development  
Promotion of Basic Education  
Youth Vocational Education and Development  
**Health and Nutrition Programme**  
Integrated Management of Childhood Illnesses  
**Protection Programme**  
Piloting of Child Protection System Development  
Anti-trafficking in Women and Children  
Judicial Protection of Juvenile  
**Disaster Risk Reduction and Emergency Relief for Children**  
Disaster Relief for Children

**Beijing**  
Education Programme  
Early Childhood Care and Development  
Promotion of Basic Education for Migrant Children  
Youth Vocational Education and Development

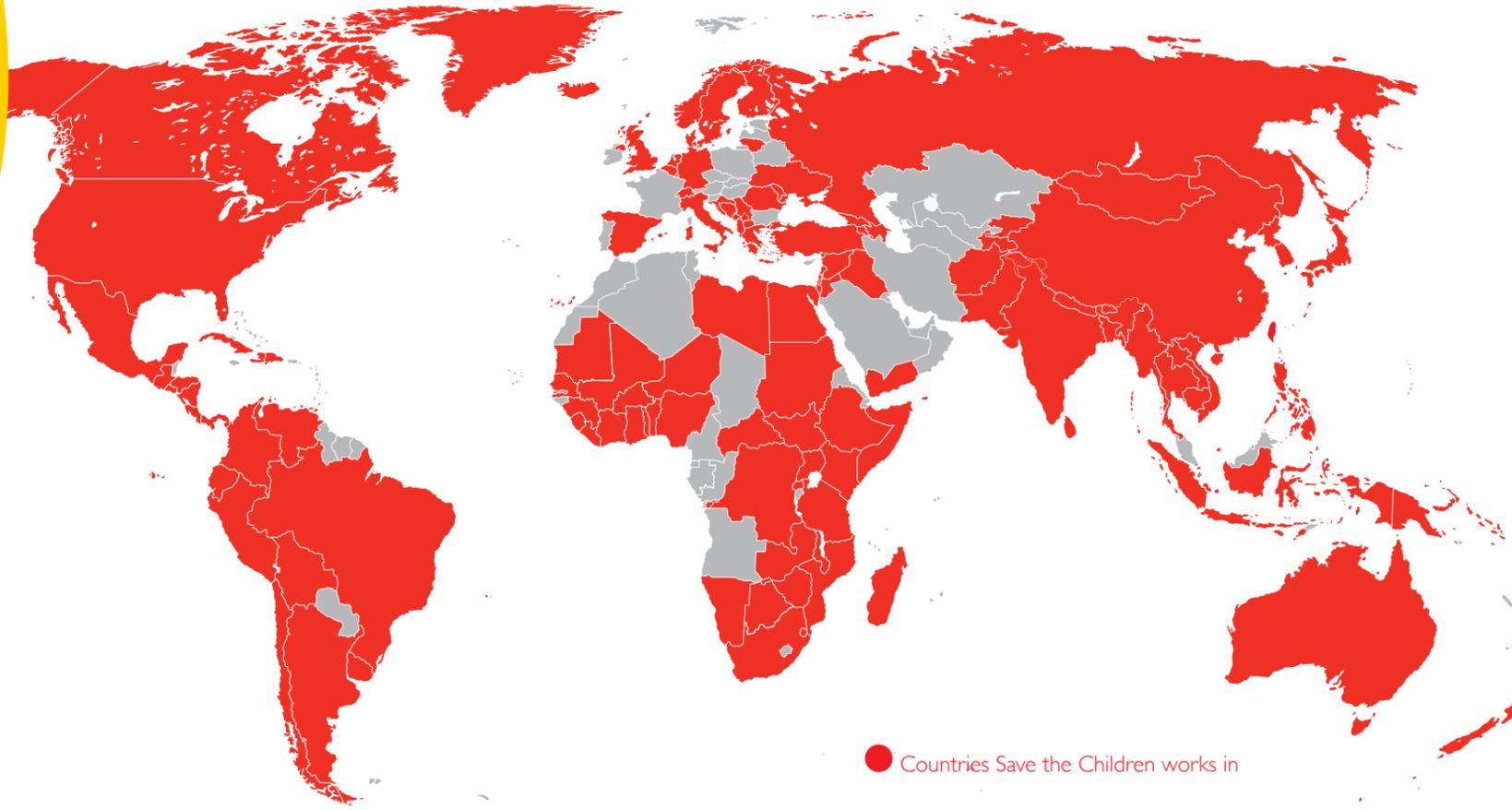
**Shanghai**  
Education Programme  
Early Childhood Care and Development  
Promotion of Basic Education  
Youth Vocational Education and Development  
**Disaster Risk Reduction and Emergency Relief for Children**  
Disaster Risk Reduction and Safety Management

**Guangdong**  
Education Programme  
Promotion of Basic Education  
Youth Vocational Education and Development  
**Protection Programme**  
Development of Family Education Services for Positive Parenting

**Sichuan**  
Education Programme  
Promotion of Basic Education  
**Disaster Risk Reduction and Emergency Relief for Children**  
Disaster Risk Reduction  
**Health and Nutrition Programme**  
Improve the Immunization Quality for Children in Rural Areas  
Newborn Basic Healthcare  
**Protection Programme**  
Piloting of Child Protection System Development

**Xinjiang**  
**Health and nutrition Programme**  
Integrated Management of Childhood Illnesses  
**Education Programme**  
Early Childhood Care and Development  
Promotion of Basic Education  
Youth Vocational Education and Development

**Tibet**  
**Education Programme**  
Early Childhood Care and Development  
Promotion of Basic Education  
Youth Vocational Education and Development  
**Health and Nutrition Programme**  
Newborn Basic Healthcare



● Countries Save the Children works in

**In 2015, we worked in 12 provinces in China,**

**120 countries in the world.**

## Doctor Danam's Story

The Helping Babies Breathe (HBB) project developed by Save the Children in Tibet provides grassroots health workers with training on neonatal resuscitation. Across the world close to one quarter of all neonatal deaths are caused by birth asphyxia. Through training and support, healthcare workers in remote and resource scarce areas in China effectively learn to save the lives of babies when they are born not breathing.

Yeshe is an ordinary housewife residing in a sparsely populated, pastoral area in northern Tibet Autonomous Region. At the age of 18, she was married to a nomadic man. 24-year-old Yeshe has two children; the younger one is an 18-month old baby girl. Her youngest daughter nearly died shortly after birth because she was not breathing. Danam, a physician at the local township health centre, made a prompt decision to perform neonatal resuscitation and saved the baby's life.

Doctor Danam has been working at Xiaqu township health centre for 35 years. After attending the Helping Babies Breathe workshop held by Save the Children, he learned how to resuscitate babies, and

consequently saved many newborns whose lives were endangered. Frontline health workers who received HBB training provided by Save the Children have successfully saved the lives of at least 30 babies by applying the appropriate techniques.

"In the past, I wasn't aware of standardised procedures or how to apply medical technology to save babies who couldn't breathe upon birth. Previously, I would immediately perform artificial respiration to clear newborn's respiratory tract, and then resorted to artificial resuscitation to help baby breathe. But such approach would exert exactly opposite effect upon newborn babies. Even if their lives were saved, their vulnerable brains might be harmed. Whenever I recall this, my heart is filled with regret," explained Danam.

As the director of Xiaqu township health centre, Danam clearly understands his significant role and responsibilities. He organised a number of training workshops, and imparted what he learned from the workshop to the staff of the health centre. Through his efforts, more health workers in the health facility are able to leverage scientific, effective approaches to saving the lives of newborns.

## Why are we concerned about children's health and nutrition?

Save the Children's child health and nutrition programme primarily focuses on child survival in China, to ensure that all children survive until their 5th birthday. China has seen significant progress in the area of maternal and child health over the past years, and met the UN Millennium Development Goal for under 5 mortality ahead of schedule.

Despite this remarkable progress, there are major disparities in maternal and child health conditions across different regions. In 2014, the under 5 mortality in rural parts of China was 2.4 times over that in urban areas, and the under 5 mortality in western China was 3.1 times over that in eastern China. Pneumonia (15%) and diarrhoea (3%) remain the leading causes of death for Chinese children under five years, jointly accounting for approximately 20%. In 2012, around 93,000 newborns died in China, accounting for 51% of all under 5 deaths, and making China the country with the second highest absolute number of neonatal deaths in the world.

Accordingly, the major challenges for child health and nutrition in China include: 1) Disparities in the quality of services between eastern and western China and between urban and rural areas; 2) The increasingly larger proportion of neonatal deaths among all under 5 deaths; and 3) Chinese clinicians are unaware of some of the emerging and conclusive international research and practice, and fail to apply them in their clinical work.

## Major activities and progress of the programme in 2015

To address the three challenges mentioned above, we made efforts in the programme areas of newborn survival and health and child health and nutrition, and achieved a series of successes.

Specifically, based on lessons learnt in Tibet, Save the Children launched a newborn health and nutrition project in two counties of Liangshan Prefecture, Sichuan Province. We work to effectively build the capacity

## 2015 Project Milestones



Sichuan

Since April, Save the Children translated and adapted Essential Care for Every Baby (ECEB) and Essential Care for Small Babies (ECSB), two training manuals developed by the American Academy of Pediatrics, published them in Chinese, and held a national training of trainers workshop.

In June, the previous phase of the project "Enhancing Quality of Vaccination Service in Rural Areas" ended. During the project, Save the Children developed an app for smart phones that is being replicated in 106 townships of Xuanhan County, Dazhou City, and Wanyuan City, benefiting around 100,000 children.

In July, Save the Children launched the "Born to Survive" basic healthcare project for babies in Xide and Mianning County, Liangshan Prefecture, Sichuan Province. The project aims to enhance the quality of neonatal healthcare services provided by grassroots health workers.



Yunnan

In July, partners in Cangyuan County issued two official policies: Notice on Strengthening Drug Reserve to Further Implement Phase Two Project of Integrated Management of Childhood Illness (IMCI) and the Notice on Circulating Criteria for Two-Way Referral of Children among Health Facilities as a result of advocacy from Save the Children. These policy gains provided strong support for the implementation and sustainability of the IMCI Project in Cangyuan County.

In July, Save the Children signed a project cooperative agreement with Lincang Maternal and Child Health Care Hospital, Yunnan Province, and succeeded in replicating best practices of the IMCI Project in Cangyuan County in Lincang.



Xinjiang

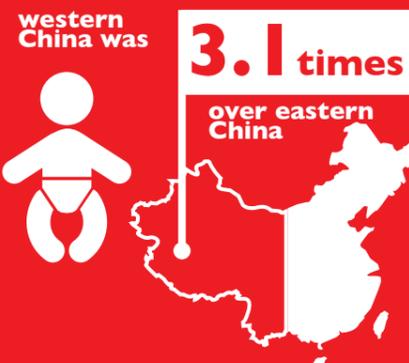
From January to September the county maternal and child healthcare hospital, county-level IMCI trainers and Save the Children provided five instances of 'one-to-one' coaching to 39 village health workers.

In May, Save the Children designed and published the Illustrated Infant Feeding Guidelines, and distributed it to about 1,000 parents of children under five years.

Save the Children and Capital Institute of Pediatrics conducted a mid-term review of the IMCI Project in four project township health centers and 59 village clinics in Xinjiang during September. The following month, Save the Children established "community health promotion management committees" in four IMCI pilot villages advocating for the provision of better community-based health care services to children.

In 2015, a mother brought a baby to a village clinic in Moyu County in Xinjiang, where Save the Children promoted the application of "Integrated Management of Childhood Illness" among village doctors. Photographer: Guligena

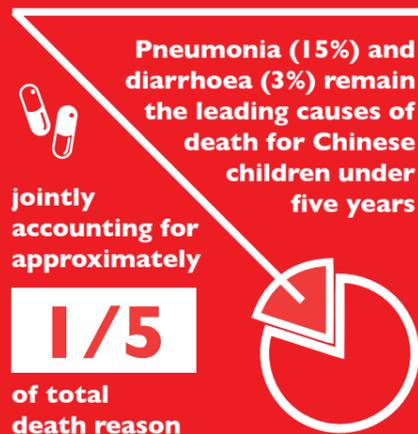
**In 2014, the under 5 mortality rate**



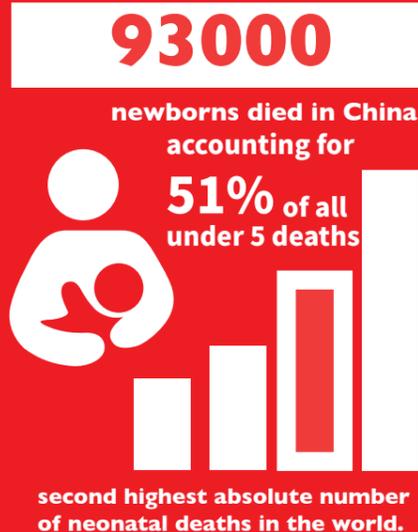
**In rural parts of China was**



**More than in the city**



**In 2012, around**



of local health workers in newborn nursing and rescuing via technical training and close supervision consequently reducing local neonatal mortality.

Save the Children introduced training materials developed by the American Academy of Paediatrics on essential newborn care and essential care for babies with low birth weight. By providing training to obstetrical and neonatal health workers at the national, provincial and local levels, Save the Children has effectively built a number of national-level trainer teams which carry out training for obstetrical and neonatal health workers at prefecture/city and county levels. In 2015, three training workshops were held, and over 20 national-level senior trainers and approximately 100 health workers participated in them.

Save the Children also organised exchange visits among local health programme partners (e.g. local health bureau officials) in Yunnan and Xinjiang, sharing experiences in project development and implementation. By cooperating with the Capital Institute of Paediatrics, we also carried out a study on the “Mechanism of incentives for village doctors diagnosing and treating common diseases of children”. Currently, village doctors are generally not motivated to appropriately diagnose common diseases of children by using the international universal tool of “Integrated Management of Childhood Illness” (IMCI). The research helped identify which mechanism could promote the application of IMCI among village doctors through a series of incentives, and ultimately better protect the life and health of children.

In June 2015, the first phase of the project “Enhancing Quality of Vaccination Service in Rural Areas” developed by Save the Children was concluded. In the project, Save the Children developed an app for smart phones to help village doctor improve the immunization coverage, which is being replicated in 106 townships of Xuanhan County, Dazhou City, Sichuan Province, and Wanyuan City, Sichuan Province, benefiting around 100,000 children.

In addition, to improve the quality of nursing for premature babies in China, we introduced “kangaroo mother care,” together with UK experts. The technique can effectively reduce premature baby mortality, promote and facilitate breastfeeding, shorten the hospitalisation of infants, and promote the subsequent long-term development and healthy growth of premature babies.

To effectively replicate “kangaroo mother care” on a wider scale, Save the Children conducted a series of activities engaging government officials and experts in China and inviting them to visit the UK and observe the application on “kangaroo mother care” in hospitals. We also invited UK experts to hold the first training workshop on the technique in China, and organised experts studying the technique to carry out a situational survey.

Save the Children plans to drive the substantial application of “kangaroo mother care” in China with partners in the future.

**Next steps**

2016 is the first year of the 2016-2018 Country Strategic Plan of Save the Children. In the coming three years, the newborn survival and health project will focus on the survival, health and nutrition of newborn babies from gestation to one year after birth. The project will cover capacity building for grassroots health workers in rural and remote areas in terms of essential newborn care skills, and the replication of “kangaroo care” for nursing premature babies in our project sites in China. In addition, the child health and nutrition project will focus on the nutrition status and healthy development of newborns and children up to five years. Save the Children will also explore interventions designed to improve adolescent sexual and reproductive health.



Helping Babies Breathe project



Case study of Yuan Lianjiao, a village doctor



Case study of Chen Yidong, a village doctor



A mother picking up Sichuan pepper with a child on her back in Save the Children’s health project site in Xide County, Liangshan Yi Autonomous Prefecture, Sichuan, 2015. Photographer: Liu Kegang

# Education and Development

## Why are we concerned about child education?

In China, Save the Children is working with partners to expand access to high quality education for access vulnerable children and youths to develop their full potential. Our child education programme focuses on three components: Early Childhood Care and Development, Promotion of Basic Education (including projects to support the access of children with special needs to inclusive education in mainstream schools), and Youth Development projects.

China has made remarkable progress in child education and achieved the goal of universal primary education among UN Millennium Development Goals. Over the past years, vocational education has been significantly emphasized and boosted by the central government. Nevertheless, gaps remain and vulnerable children, such as rural poor children, ethnic minority children, children with disabilities and migrant children are often left out.

In addition, efforts to enhance early childhood care and development need to be strengthened in order to provide comprehensive health, nutrition and education services to over 100 million children aged 0-6 years across the coun-

try. Currently, the National Health and Family Planning Commission is providing health and nutrition services to children aged 0-3 years, but education services that can promote cognitive, social, psychological and language development of children at that age have not yet been incorporated into the public service system. Children aged 3-6 years who do not attend kindergartens are generally rural children, migrant children and children with disabilities. The unbalanced provision of early childhood care and development services needs to be addressed.

Likewise, rural poor children, migrant children, ethnic minority children and children with disabilities are facing many difficulties in accessing quality basic education.

Over the past ten years, the urbanization process in China has led to the migration of over 200 million people from remote rural areas to urban and surrounding areas. Rural and migrant youths aged 16 years or above still face challenges in seeking and retaining suitable jobs that would enable them to escape the poverty cycle. They are also highly vulnerable to exploitation.



Li Jiao (alias) enjoys drawing at an early childhood care and development center that Save the Children established in Mojiang County, Yunnan.  
Photographer: Li Yun



One preschool teacher from our project sites in Shanghai is coaching children to play a kind of puzzle. Save the Children helped to equip some kindergartens in Shanghai with picture books and games. Photographer: Zhai Xiting



Save the Children conducted a baseline survey at a kindergarten in Shanghai in May 2015.  
Photographer: Xu Xin'er

## Early Childhood Care and Development

Early Childhood Care and Development services are targeted at children aged 0-6 years and their families. In 2015, Save the Children continued cooperating with government departments, communities and kindergartens in providing training and practical guidance to government officials, parent volunteers and kindergarten teachers, to increase their knowledge and skills and improve the accessibility and quality of such services.

Save the Children cooperated with the Officials Training Center, National Health and Family Planning Commission in exploring the establishment of a service system appropriate to rural children aged 0-3 years and supporting family planning workers to provide integrated health, nutrition and early childhood development services to children aged 0-3 years and their families. In January 2015, the "Pilot Early Childhood Care and Development Project for Children Aged 0-3 Years in Rural Areas" was launched in Yunnan and Hebei. The project trained 52 village-level family planning workers, and equipped them with basic knowledge and tool packages, in order to enable them to visit households and provide adequate support to parents and caregivers. The project supported the provision of household services in 27 villages in Hebei and Yunnan, covering 759 children born after January 2014.



Parents bringing their children to play in an early childhood care and development center in Tibet (January 2015).  
Photographer: Zhuomaciren

Save the Children continued cooperating with Mojiang County Education Bureau in Yunnan Province to set up ECCD centers in rural townships and villages where no kindergartens are in place, to support children aged 0-6 years and their families. In 2015, the project set up two new ECCD centers in remote villages in two townships in addition to the existing 23 ECCD centers in six townships; provided training to 110 parent volunteers from all ECCD centers and supported them to organize early childhood reading, games and other activities for about 1,500 children aged 0-6 years; and offered training on child rearing to caregivers.

In Xinjiang, Save the Children continued cooperating with education bureaus and women's federations in Yining City and Urumqi County, providing support to children aged 0-3 years and their families in the form of family groups. Each family group consisted of 6-8 families and was organized by one parent volunteer who received training from the project. In 2015, the project supported three townships and included 94 parent volunteers who organized activities for parents and children on a regular basis.

Save the Children implemented early childhood care and development interventions for children aged 3-6 years in Shanghai, Xinjiang and Tibet, partnering with education bureaus in project counties to improve the quality of care and education in kindergartens. In Shanghai, Save the Children cooperated with Jiading District Education Bureau to improve the quality of education in private kindergartens. The project selected three private kindergartens as pilot sites and held several training workshops for teachers, covering environment creation, daily routines, setting of corners and design of teaching age appropriate activities for Children aged 3-6 years. The project also provided books, toys and other resources to support the implementation of various activities in kindergartens. In Xinjiang, Save the Children cooperated with Korla City Education Bureau in providing training to principals and teachers from 14 kindergartens and organizing study tours and practical exercises for them. In Tibet, Save the Children supported three kindergartens in Lhasa and Lhoka Prefecture to finish renovations, and provided another four kindergartens with Tibetan books, toys, sports facilities and other hardware resources.



Early Childhood Care and Development publicity film



Children and their caregivers attending a parent-child course in an early childhood care and development center established by Save the Children in Fengtai district, Beijing.



Mawlida was holding her youngest son in her courtyard where she often volunteers to share the child care related knowledge she learnt from Save the Children. Photographer: Dolkun Bostangul

## Mawlida's Story

Mawlida's home is in Panjin Township, Yining City, Xinjiang. With dark skin and a small, thin figure, she is 38 years old and the mother of three children. Mawlida heard from fellow community members about the upcoming Early Childhood Care and Development (ECCD) project to be launched by Save the Children in Panjin Township. With a strong desire for participating in the project, she brought her eight-month-old son to our training site. Since then, she was frequently seen at the training site, holding her baby while learning with a notebook. In December 2013, at the Parents' Committee meeting consisting of 35 core parents in Panjin Township, she was unanimously elected chair of the committee.

"All mothers wish their kids smart and healthy. Previously, we had strong will but limited knowledge. We simply acquired fragmentary knowledge about child rearing from periodicals, books

and TV. The launch of the project in our township is such a great event that is even better than winning a lottery!" said Mawlida.

A mother named Zubaida recalled her experience as a participant in parents' training sessions: "In the small yard of Mawlida's family, several neighbors and I participated in a number of parents' training sessions given by her, covering a variety of topics such as child rights, vaccinations, home-based care for children with common diseases, and children's mental development. She showed no stage fright, but confidence. She also led several naughty kids to play games at ease. Children always had a wonderful time there." She exclaimed wholeheartedly: "Without Mawlida, I might have still remained a woman who could only wash clothes, cook, and look after children." Zubaida's daughter is two and a half years old. On each day of weekly "children's corner" activity, the daughter will dress herself early and urge her mother to go.



## 2015 Project Milestones



Beijing

In April, Save the Children signed a cooperative agreement with the Beijing Family Planning Association, Fengtai District Family Planning Association and Heyi Sub-district Management Office to establish the "Play But Not Play: ECCD Project for Children Aged 0-3 Years."

In August, Save the Children set up an ECCD Center in Fengtai District, Beijing. A curriculum was developed by experts and 30 eligible children and their caregivers were selected to participate in parent-child course activities designed for different age groups of children. Save the Children recruited experts to evaluate the performance of teachers in daily teaching at the Fengtai District ECCD Center and reported findings in an evaluation report.

In September, Save the Children renewed the MOU with the Officials Training Center affiliated to the National Health and Family Planning Commission designating 5 pilot sites in Laishui, Baoding, and Zhanyi County and in Hebei and Qijing



Shanghai

City to establish the "ECCD Project for Children Aged 0-3 Years in Rural Areas".

From September to October, Save the Children partnered with the China Academy of Sciences Center for Chinese Agricultural Policy and Shaanxi Normal University to conduct a baseline survey in Zhanyi and Laishui County. A total of 448 children aged 6-18 months were surveyed on their development status in nutrition, health, language, cognition, motion and social emotional skills.

In October and December, Save the Children through partnership with the Officials Training Center affiliated to the National Health and Family Planning Commission, CAS Center for Chinese Agricultural Policy and Capital Institute of Pediatrics trained village-level family planning workers in Zhanyi and Laishui County. Fifty-two trained village workers provided household guidance services to 774 families.

In March, Save the Children cooperated with Jiading District Education Bureau in Shanghai to implement the ECCD Project for children aged 3-6 years at three private kindergartens targeting children of migrant workers in Jiading District. The project has leveraged the technical strengths of preschool education experts from East China Normal University and Nanjing Normal University.

By the end of June, the project offered 14 sessions of on-site technical support to target kindergartens in Jiading District with an average of three or four sessions per kindergarten. A feedback mechanism of "training - practice - teaching research - on-site expert guidance" has gradually developed.

In December, another three private kindergartens targeting children of migrant workers joined the ECCD Project.



Yunnan

In April, Save the Children continued cooperating with Mojiang County Education Bureau in Yunnan Province to implement the ECCD Project for children aged 0-6 years in rural areas. The project set up another three early childhood education sites in remote villages in two townships, and provided training to over 110 community-based early childhood education volunteers from seven townships.

In November, Save the Children conducted the first early childhood development assessment in Mojiang County, Yunnan Province by leveraging its own "early childhood learning and development" tool. The assessment results are generally more favorable among same-age children in project areas than in non-project areas.



Xinjiang

In May, Xinjiang ECCD Project for Children Aged 3-6 Years held its start-up meeting at the Korla City Education Bureau. Participants included officials from Korla City Education Bureau, principals of 14 project kindergartens and principals of nine central schools.

In July, Save the Children developed parent handbooks for nutrition, physical health and mental health of children aged 0-3 years in Chinese, Uyghur and Kazakh.

In August and September, Save the Children held a two part training workshop on positive parenting to 94 parents in Panjin and Kardon Townships in Yining City and Banfanggou Township in Urumqi County, Xinjiang.

In December, Save the Children completed the mid-term evaluation of the ECCD Project for Children Aged 0-3 Years.



Tibet

In January, the Tibetan team of the ECCD Project for children aged 0-3 years assisted in developing four training manuals appropriate for local farming and nomadic communities.

Save the Children translated the core book "Play but Not Just Play" in the field of early childhood development into Tibetan and distributed 300 printed copies to project sites in Tibet.



Without a canteen, children studying at Weishan Minsheng Primary School, Yunnan Province need to either sit on their beds, squat outside or walk around while eating. Photographer: He Dan

## Promotion of Basic Education

Save the Children aims to improve the accessibility and quality of basic education in China by upgrading basic education facilities, training education administrators and teachers, and organizing exchange activities with education policy makers.

In 2015, we made the following efforts in this regard:

Save the Children focused the Promotion of Basic Education on improving the overall learning environment for children. Save the Children believes that core elements of high quality basic education include a proactive and excellent team of teachers, a safe and interesting learning environment and strong support from social sectors and families.

To ensure the timely response to emotional needs of children and proper protection of their psychosocial health, Save the Children cooperated with the Yining City Education Bureau and Hotan City Education Bureau in Xinjiang to provide life skills education to children in six primary schools.

Save the Children worked with education bureaus in project counties to promote the psychosocial development of children by providing life skills courses in schools. In 2015, the project identified key curriculum themes appropriate for Grades 1-4 in primary schools based on baseline survey findings, and then developed curricula for Grade 1-4. Specifically, the curricula for Grade 1-2 were finalized and translated into Uyghur. Also, the project held training workshops for teachers who would take responsibility for such curricula and facilitated the implementation of curricula in project schools.

To create a safe learning environment that is conducive to helping children develop good sanitation and health habits, Save the Children implemented health education and disaster preparedness projects in underprivileged primary schools. In Shanghai and Guangzhou, Save the Children conducted health education, improved sanitary facilities and hand washing devices, incorporated health, sanitation and nutrition education activities into classroom teaching, and helped children learn to care for their own health in 20 low-resource primary schools. In 2015, the project was concluded and directly benefited 29,745 children. In the same year, the three-year Child-Centered Disaster Risk Reduction Project implemented by Save the Children in schools in Yanyuan County of Liangshan Prefecture in Sichuan Province was successfully concluded. These disaster risk reduction activities jointly led by children and adults have significantly reduced the risks and negative impact of natural disasters and also decreased the number of human-made disasters. In September 2015, Save the Children launched a new basic education project in Yunnan Province, and conducted a survey in 25 boarding primary schools in Weishan County, Nanjian County and Yangbi County in Yunnan Province to assess the psychosocial development of children and the availability of living and sanitary facilities in these schools. The project plans to provide targeted support in 2016.

To increase the participation and interest of children in learning, Save the Children provided training on child-centered participatory teaching methods to primary school teachers in Liangshan Prefecture in Sichuan Province. In 2015, 33 teachers received three training workshops on participatory teaching methods and classroom management. According to the interviews and follow-up survey with these trained teachers, 80% of them applied participatory teaching methods in class increasing the learning interest of children. In 2015, the "Learner-Centered Participatory Teaching Method Project" implemented by Save the Children among primary school teachers in Tibet was concluded.

To garner strong support for Children's learning from parents and communities, the Basic Education Project of Save the Children in Xinjiang established four parent committees. These committees serve as a platform for training on family education skills with the purpose of engaging parents in the education of children. They have also proven an effective approach to promoting communication between schools and communities.

To improve the academic performance of rural students with learning difficulties, Save the Children conducted a small-scale pilot project in Tibet. The action research methodology was used to support teaching



Students from a migrant school mainly playing football in (May 201).  
Photographer: Chen Qiang



Children from Fuheng Primary School, Yangbi County, Yunnan Province, playing outside in the school yard during breaks.  
Photographer: Yang Junjie

A child with special education needs attending the same class as other children in a school in Sichuan in one of Save the Children's inclusive education's project sites. Photo from J&J Film Crew



Save the Children implemented health education and disaster preparedness projects in underprivileged primary schools



20

low-resource primary schools



directly benefited

29,745 children



A teacher facilitating students in a class to study in groups where Save the Children launched a "child-centered disaster risk reduction and basic education project" in Xichang City, Liangshan Prefecture, Sichuan in 2015. Photographer: Zhang Muyao

research offices of education bureaus and teachers of project schools in analyzing the challenges facing students with difficulties in learning, develop and implement solutions, and make necessary adjustments. In 2015, the pilot project was concluded. By the end of 2015, Save the Children conducted a survey on the performance of students and the development needs of teachers in Weishan, Nanjian, Yangbi and Malipo County in Yunnan Province. Save the Children plans to initiate targeted support to these sites in 2016.

To promote the access of children with disabilities to inclusive education in mainstream schools and improve the quality of inclusive education, Save the Children worked with government departments in implementing a three-year inclusive education project in Wuhou District and Pi County in Chengdu City of Sichuan Province, Weishan County, Jingdong County, Mojiang County and Binchuan County in Yunnan Province, and Yining City in Xinjiang. The project was concluded in June 2015. After three years of implementation, the seven project sites have established special education resource centers, and gradually developed an education support system for children with disabilities that links up special education and mainstream schools by leveraging resource centers as platforms. Over 4,500 mainstream school teachers from 35 project schools received training and follow up support on inclusive education, and consequently improved their ability to manage inclusive classrooms. Over the course of three years, the project benefited a total of 2,022 children with special needs and 12,404 mainstream children. In project schools, children with disabilities benefited from the teaching and development plans tailored to their learning needs. Through such strategies, students with disabilities have significantly improved their cognitive skills, social and emotional development, school

Children making friend with a girl with special education needs in an inclusive education project site in Sichuan. Photo from J&J Film Crew



After three years of inclusive education project

7

Seven project sites have established special education resource centers

35/4500

Over 4,500 mainstream school teachers from 35 project schools received training and support on inclusive education

2022

the project benefited a total of 2,022 children with special needs

12404

12,404 mainstream children benefit from better quality education



## 2015 Project Milestones



### Sichuan

In March, Save the Children signed a MOU for the “Child-Centered Disaster Reduction and Basic Education Project” with Liangshan Prefecture Earthquake Disaster Mitigation Bureau, Xichang Earthquake Disaster Mitigation Bureau, Xichang Education Bureau and Xichang Civil Affairs Bureau.

In June the three-year Inclusive Education Project concluded. During the life of the project, Save the Children supported the construction of county-level special education resource centers and 30 regular school resource classrooms in two project counties of Sichuan, developing an effective support system for children with disabilities and providing special education support services to over 360 children with disabilities.

In July, Wuhou District Inclusive Education Resource Center in Sichuan Province established a support and intervention platform for children with disabilities with the support of Save the Children. As a result, 81 children with disabilities received psychological counseling and education support services.



### Tibet

In November, Save the Children conducted questionnaire surveys and interviews with teachers and students in Dazi County and Qushui County. Findings indicate that 90% of facilitator teachers were confident in continuing “Action Research” and 70% of teachers had applied the “Action Research” approach independently in teaching activities.

Save the Children Yunnan Programme organized representatives from Malipo County and Jinping County to visit the Tibet Programme. The director of the Teaching Research Office, Lhasa Education Sports Bureau reviewed Save the Children’s work and recognized the efforts made by Save the Children in Tibet over the previous two decades.



### Yunnan

In September, Save the Children partnered with Dali Prefecture Education Bureau to launch a three-year Basic Education Project in 25 rural primary schools in remote mountainous areas in Yunnan Province. The needs assessment and baseline survey for the project were completed by the end of the year.

In May, an eight-month Inclusive Education Project was launched with 10 schools in Weishan County of Dali Prefecture and Jingdong County of Pu’er City, Yunnan Province.

In September, Save the Children signed a new five-year MOU with the Poverty Alleviation Office, Ministry of Foreign Affairs, to improve the quality of basic education in Jinping and Malipo County through professional project interventions.

In December, the Inclusive Education Project in Weishan County, Yunnan Province was successfully concluded. The project further improved the county-level inclusive education support mechanisms and provided quality education to children with disabilities in mainstream schools.



### Shanghai

In January, Save the Children collaborated with Jiading District Education Bureau in Shanghai and Guangzhou Women’s Federation, to hold experience exchange and sharing meetings for the Basic Education Project - Child Development Initiative in Shanghai and Guangzhou.

In October, the picture book “Children’s Healthy Behavior Series” was published, which was jointly developed by Save the Children, the School of Public Health at Fudan University and Shanghai Li Yingning Drama Studio to specifically target primary school students.



### Beijing

A three-year Basic Education Project for Migrant Children in Beijing came to an end in May. The project benefited over 200 teachers, 30 school principals and 30,000 children.

Through the project, Save the Children developed the teacher training manual From Novice Teacher to Senior Teacher in September. The manual is the first of its kind designed to provide training and guidance to beginner teachers in private schools for migrant children in Chaoyang District.



### Xinjiang

From January to February, Save the Children held teacher-training workshops in Hotan and Korla City, in Xinjiang. A total of 160 teachers received training on child protection, child participation and child-centered teaching concepts and methods.

Save the Children held the first workshop on the development of “life skills” curricula in Ürumqi, Xinjiang in January. Participants discussed the main framework for developing curricula appropriate to Grade 1-4 in primary schools.

In March, the Xinjiang Inclusive Education Project held its project wrap-up meeting. The project benefited 8,300 children, including 300 children with special needs. Over the course of the project, local inclusive education support systems were established.

From May to September, Save the Children drafted teaching outlines for “life skills” curricula appropriate to junior and senior grades of primary school, and tested them in over 40 classes of six project schools in Hotan City and Korla City. In November, curricula appropriate to Grades 1-2 were finalized.



Rui (the girl on the left) doing gross motor training exercises in a resource classroom with the support of a specially trained teacher (April 2015).



Rui (the girl in the back row) doing gross motor skills training exercises in a resource classroom with other students.

## Rui’s Story

Rui attends Grade 2 at Weimin Primary School in Weishan County, Yunnan Province. When Rui started school her head teacher Jiang Jianyun, noticed that she was different from other children. When walking, Rui always exhibited contorted legs and wobbly, slow movements. When looking at somebody, she also seemed peculiar — lowering her head, and looking upward at others askew. While talking with others, she made no eye contact. Due to these “differences”, Rui found it hard to integrate into her class, which became the biggest obstacle for her school life.

To help children like Rui with physical and/or mental disabilities, access quality basic education in mainstream schools, Save the Children has been implementing an inclusive education project in Yunnan and Sichuan. Rui’s Primary School is one of the project schools.

Since Rui’s inferiority complex was rooted in her disabilities, the school first helped Rui address the challenges of her physical and visual impairment in order to promote her integration into the school. In addition to seating Rui in the first row in the classroom, the head teacher designated a peer assistant to help Rui prepare large-text materials and review lessons. The inclusive education resource teacher, the head teacher and Rui’s parents jointly drafted an “Individualized Education Plan (IEP)” for Rui. Rui began to do rehabilitation exercises with the facilitation of the resource teacher. Rui’s parents also supported Rui to do the exercises at home. Other teachers also provided individualized support to Rui. During physical education sessions, for example, the resource teacher communicated with the physical education teacher in real time to ensure physical exercises were appropriate for Rui and modified when necessary.

“By participating in group activities together with classmates, Rui realized that she wasn’t different from other students. We encouraged Rui to participate in morning exercises, physical education sessions and sports meetings, and several peer assistants participated in the resource activities designed for Rui, which made Rui believe she was not that special,” said Yang Caihong, a resource teacher. Through these activities, Rui gradually developed her confidence. The peer assistants assisted Rui in the daily routine and school activities, and Rui was encouraged to speak in class and hand in homework just like other students did.

After integrating into school-based activities, Rui exhibited positive changes. She became fond of talking with peers and playing with peers in the playground. She even raised her voice while answering the teacher’s questions. “When Rui plays with other students, you can’t tell the difference between them,” said Yang, the resource teacher.



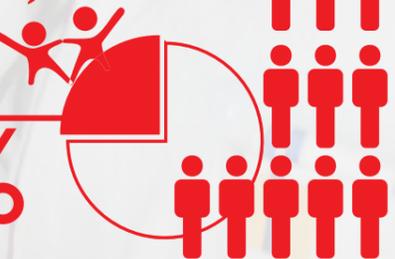
Inclusive education project - “Begin”



**2015 Number of 14-29  
Year Old Youth in China**

**344,200,000** 

16-26 Year Old

**25.8%** 

All Population in China

**Among the Youth Population**



**154,920,000**  
45% In Rural Areas

**189,280,000**  
55% In Cities

Students from a vocational school in Weishan county, Yunnan, attending a bakery course. Photographer: Wendy Padma Flik



A youth representative giving a speech at the closure ceremony of the "Skills to Succeed" project, aimed at facilitating transition into the workplace for vulnerable young people. Photographer: Wei Zehua



Save the Children's technical advisor communicating with participants during a life-skill curriculum development workshop in Xinjiang. Photographer: Shabarjiang Nurmamati



Employees from IKEA Netherland visiting a vocational school in Weishan County, Yunnan province (December 2015).



Hang, 20, preparing a question list for a visit to companies in Beijing organized by the Youth Development Center of Save the Children. Photographer: Ye Liqi

In the Youth Development programme, we focused on providing training to rural and urban migrant youth aged 16-24, to equip them with the "hard" and "soft" skills that are necessary for survival and sustainable development in modern society. The project covers rural and ethnic minority areas in Xinjiang, Yunnan and Tibet as well as urban areas in Beijing, Shanghai and Guangzhou.

In 2015, we also conducted capacity building for over 160 teachers from project schools and 26 project staff from local public welfare partners. This provided teachers with an in-depth understanding of life skills and vocational soft skills and improved their application of participatory methods to help youth improve their life and vocational soft skills.

In Yining City, Xinjiang, the project established a model that integrates education on entrepreneurship for youth and a mentorship system integrating business knowledge and practice. The project also referred youth to microfinance support. In Weishan County and Mojiang County in Yunnan Province, Save the Children organized summer camps on entrepreneurship awareness and knowledge for junior high school students at local project schools, integrating education and life skills. In 2015, we cooperated with over 30 enterprises in Beijing, Shanghai and Guangzhou to provide youth with networking opportunities and information to support their future careers. To this end, we established a support network for youth and enterprises, and invited experienced entrepreneurs to share their experiences and lessons learned with enterprise development.

The Xinjiang Youth Career Development Support Project" established an "Empowered Child Club" based on the platform of three youth activity centers, encouraging and helping youth with the vision of starting their own businesses and organizing out-of-school youth to develop various public benefit activities. Through these activities and practice, members of the "Empowered Child Club" not only strengthened their capacity, but also received the acknowledgement and support from local entrepreneurs.

The "Skills to Succeed" International Cooperation Project for Youth Vocational Education has been implemented for five years and helped 25,553 migrant youths in Beijing, Shanghai and Guangzhou improve their employability skills. The project effectively leveraged and integrated resources to help urban migrant youth improve their career prospects.

**Next steps**

2016 is the first year for the execution of the 2016-2018 Country Strategic Plan of Save the Children. The priorities for our programmes of ECCD and basic education in the coming three years include:

In the ECCD Programme, efforts will be made to continue exploring support and service delivery models for children aged 0-3 years and their families, and improving the training system for kindergarten principals and teachers to enhance the provision of ECCD services for 3-6 years old.

In the Basic Education Programme, Save the Children will continue to implement the inclusive education project targeting children with disabilities. Based on the basic education project implemented in boarding schools in Yunnan Province and in Xinjiang, efforts will be made to explore appropriate models for supporting social and emotional development of children, summarize best practices during this process and integrate sanitation and health services into our basic education work.

## Hang's Story



Hang (first on the right) participating in an ice-breaking game and getting to know peers from different communities in Beijing.  
Photo credit: Xie Feng

Hang, 20 years old, is a young man from Zhangjiakou, Hebei Province. In 2012, he moved to Beijing together with his parents after graduating from high school, and began to work as a migrant worker at a mechanical equipment company. Since a relative of Hang was a management team member of the company, he did not work hard. Nevertheless, the management team of the company simply turned a blind eye to Hang's poor performance.

Hang became complacent because his connections provided job security but his performance suffered. "I found that other employees who entered the company together with me improved their occupational skills quickly within one year. They all did better than I, leaving me alone at the starting point. I became anxious. I wasn't clear about my goal for the job, let alone how to plan for my career."

In June 2015, he came across a karaoke competition held by the Youth Development Center of Save the Children. Hang was invited to join the activity. "Since then, I forged an indissoluble bond with Save the Children."

After participating in several activities at the center, Hang realized that the entertainment activities were simply designed as an approach to attract youths, while the underlying "priority" was training on vocational soft skills. "The training is completely different from teachers' teaching at school. Here we can promptly express our ideas and views, enjoying adequate space for thinking. Communicating with other young people enabled me to enhance my interpersonal interaction skills and expand my circle of friends. My favorite course is career planning, which allowed me to clearly identify my strengths and interests and establish explicit visions for my future occupational development."

After two months of participation in the activities, Hang became familiar with the overall activity procedure, and made good friends with the staff of the agency. After careful consideration, Hang quit his job and became a full-time social worker.

"Now I have very stable income and enjoy social insurance. I feel very lucky to become a member of the Youth Development Project developed by Save the Children. In the project I have learned much experience and lessons, and I can help peers and myself learn and make joint progress."

## 2015 Project Milestones



### Beijing

In February, 230 youth who received training on professional skills for three-dimensional modeling and office software successfully passed the post-training examination and were granted qualification certificates by Save the Children's Out-of-School Youth Vocational Education and Development Project.

In November, Save the Children finalized the "Skills to Succeed: Out-of-School Youth Employability Skills Training Manual" and produced the Guidelines for Organizing Youth Activities, systematically summarizing best practices and providing evidence for future project activities.

In December, the one-year "Skills to Succeed: Out-of-School Youth Vocational Education and Development Project in Beijing" concluded. A total of 3,726 out-of-school youth aged 16-25 successfully completed the employability skills training.



### Xinjiang

In January, Save the Children organized a one-week survey on employment status of out-of-school youths in Taxkuruk Township and Kardon Township, Xinjiang. Based on the survey results, the "Youth Career Development Support Project in Yining" was launched.

Save the Children cooperated with Yining Women's Federation and Taxkuruk Township People's Government in establishing a "Youth Development Center" in Taxkuruk Township Culture Center in April.

From October to December, Save the Children organized five "Youth Entrepreneurship Salons" in Xinjiang. Three exceptional youth were awarded a one-year interest-free entrepreneurship loan of RMB 15,000 granted by the Xinjiang Women and Children's Development Foundation through the "Special Youth Entrepreneurship Fund".



### Shanghai

In April, Save the Children held training workshops for 48 moral education teachers from 12 vocational schools to conduct participatory youth soft skill courses.

In June, Save the Children held a partnership meeting between vocational schools and enterprises in Shanghai. Seven secondary vocational technical schools and eight enterprises attended the meeting and started to build employment partnerships in such areas as logistics transportation, catering and technical manufacturing.

In September, Save the Children finalized the hard skills curriculum for vocational schools, and developed a vocational education model focusing on developing vocational abilities for youth.

In December, the "Skills to Succeed" Vocational Education Project was successfully concluded. A total of 7,459 youths from vocational schools received soft skills training, and 4,000 out-of-school young people improved their competitive advantage and marketability through E-learning.



In April 2015, Save the Children organized a "Youth Career Development Support" workshop in Yining, Xinjiang.



Youth Development Project  
"Smiling to Yourself"



### Guang Dong

From June to August, Save the Children cooperated with three enterprises in Guangzhou in providing vocational skills training to 132 youth workers. In September, Save the Children organized a job fair for grassroots job applicants in Zhuhai District, Guangzhou. A total of 20 enterprises participated in recruiting employees, and 135 youth received employment interviews. The following month, Save the Children cooperated with three secondary vocational schools in providing vocational skills training to 217 graduating youth.



A participant at a youth career development workshop held in Guangzhou by Save the Children.

# Protection



2015, Save the Children, working with partners, drove local governments to establish child protection mechanisms appropriate for local situations and needs. We also support the provision of harm prevention and intervention services to abused, neglected and vulnerable children.

<b>3,245</b>	<b>5,377</b>	More than <b>50,000</b>	More than <b>100,000</b>
Children directly benefited	Adults directly benefited	Children indirectly benefited	Adults indirectly benefited

A child leadership training activity held in the context of a pilot project aimed at developing child protection system in Kaili City, Guizhou Province, March 2015. photographer: Hou Yuting

## Why are we concerned about child protection?

Children face violence, abuse, neglect and exploitation all over the world. Available statistics indicate that, over 1,500 million children suffer from various forms of violence and exploitation annually throughout the world. In China, the violence and exploitation against children include domestic violence, school violence, sexual abuse, using children for begging, and trafficking.

The limited available data on child protection reveal the urgency and importance of addressing the issue.

According to the Study Report on Situations of Left-behind Children in Rural Areas and Migrant Children in Urban Areas of China released by the All-China Women's Federation in May 2013, it was estimated that there were 61,025,500 left-behind children throughout the country, accounting for 37.7% of all children in rural areas and 21.88% of all children in China.

In 2005, a research team of Peking University conducted a retrospective survey on the childhood experience of violence and harm among college students and technical secondary school students. The survey found that 55% of surveyed students reported experiencing one or more forms of physical violence prior to the age of 16.

In addition, according to the analysis of Beijing Juvenile Legal Assistance and Research Center over 700 cases of domestic violence was reported by the media from 2008 to June 2014, 450 cases

involved physical injuries to children, 93 cases involved abandonment of children, 90 cases involved selling children by their parents, and 67 cases involved sexual abuse.

Save the Children is committed to promoting the development of an integrated child protection mechanism in China to protect children from all kinds of violence. Interventions include piloting alternative child care systems, judicial protection of juveniles, anti-trafficking in children, and rolling out a community-based child protection mechanism.

## Major activities and progress of the programme in 2015

In cooperation with the Ministry of Civil Affairs and the Women's Federation, Save the Children piloted child protection initiatives in Nanjing, Jingzhou, Kaili, Renshou and Cangyuan. Save the Children worked with local governments to establish a locally appropriate child protection mechanism, and provided harm prevention and intervention services to abused and vulnerable children. In 2015, this area of work directly benefited 3,245 children and 5,377 adults, and a series of communication activities and online and offline replication activities indirectly benefited approximately 50,000 children and over 100,000 adults.

In Xi'an of Shaanxi and Jiangyin of Jiangsu, Save the Children cooperates with the local judiciary as well as with two local justice social worker organizations to provide services to children in conflict with the law, protecting their civil rights. Save the Children also identifies children who are harmed or at risk of harm with the help from our partners in the justice system, and refers them to the appropriate resources, providing them with harm prevention and intervention services. Save the Children is committed to disseminating the concept and practices of "positive parenting" to the general public and families.

Integrated child protection mechanisms must be appropriate to the country's unique context. Therefore, Save the Children leverages "participatory community-based research" to identify and utilize available community resources and services while developing the mechanisms in pilot areas. Save the Children explores and develops innovative, community-based prevention and intervention models. Together with our partners, we learn from and localize international experience, explore child protection models appropriate for the Chinese context, and drive the development of integrated child protection mechanisms in China on legal and institutional dimensions through policy and advocacy.

In 2015, Save the Children also held China's first "Positive Parenting" training workshops designed specifically for public service providers. From September to December 2015, three "facilitator training workshops" were held in our Positive Parenting project. Approximately one hundred participants from Chinese charity organizations, social worker agencies and governmental departments in Guangdong and Sichuan attended. In addition, the project launched social media interaction columns on the Internet, and released three "Positive Parenting" essays/videos entitled "Listen to me", "Encourage me" and "Let me play", reflecting children's opinions about these topics; over 150,000 people read the essays, and over 90,000 people watched the videos.

In 2015, Save the Children has also helped informed national child protection policy. With the support of Save the Children, the Ministry of Civil Affairs organized three national-level training workshops on child protection mechanisms, and over 600 Chinese officials from the justice and civil affairs systems participated in the events. We facilitated the high-level dialogue between China's Ministry of Public Security and Thailand's Ministry of Social Development and Human Security to jointly fight against crimes of human trafficking.

In addition, while the Standing Committee of the National People's Congress was soliciting opinions regarding the Law on Anti-Domestic Violence, Save the Children led ten Chinese and international public benefit organizations to submit written proposals with regard to the scope of domestic violence, the working mechanisms, the involvement of civil society organizations, and the particular emphasis on child protection. The law came into effect on March 1, 2016.

## Next steps

In line with the UN Convention on the Rights of the Child, the child protection programme developed by Save the Children in China focuses on ensuring appropriate care and protection for children, protecting them from any abuse, neglect, violence and exploitation, reinforcing their resilience; ensuring effective protection of children in all contexts including emergencies.

2016 marks the first year for the implementation of Save the Children's new 2016-2018 Country Strategic Plan. Over the next three years, we will focus on promoting the development of integrated child protection mechanisms, providing children with prevention and intervention services in pilot project areas, and enhancing the public's awareness of harm and neglect toward children.



## 2015 Project Milestones



### Beijing

In May, Save the Children assisted the College for Criminal Law Science at Beijing Normal University and the School of Criminal Justice at Shanghai University of Political Science and Law in co-sponsoring the "Workshop on Juvenile Justice and Integrated Protection" in Beijing. There were over 40 participants including directors from Central Government authorities and ministries/commissions, experts and scholars from the law circle, and representatives from local judicial departments.



### Sichuan

In September, a student-led child protection survey was conducted at five schools in Renshou County in Sichuan province. Sichuan is one of the provinces covered by the Child Protection System Development Pilot Project jointly implemented by Save the Children and the Ministry of Civil Affairs. Over 200 child protection volunteers were recruited to form a child protection association.



### Shaanxi

In October, Save the Children supported the establishment of "Shaanxi Compass Judicial Social Work Service Center". The center was selected as one of the "China's First 100 Youth Social Work Demonstration Projects" co-sponsored by the Central Committee of the Communist Young League and the Ministry of Civil Affairs.



Let me play Encourage me Listen to me

Three "Positive Parenting" essays/videos entitled "Listen to me", "Encourage me" and "Let me play" reached over 150,000 people with essays and over 90,000 people with videos.



## Yunnan

In May, Save the Children organized key students in Cangyuan County, Yunnan Province to participate in child leadership training. Based on the training, students organized and led child protection activities after returning to their own communities and schools.

In July, a consultation for China-Thailand bilateral cooperative agreement against human trafficking was held. The Thai and Chinese delegations reached consensus in principle on the framework for the Agreement of Chinese and Thai Governments on Cooperation in Preventing and restricting human Trafficking (Draft). Save the Children also participated in the consultation and provided technical and financial support.

In November, Cangyuan County Working Committee on Children and Women in Yunnan Province issued the Notice on Adjusting and Improving Regulatory Systems of County Working Committee on Children and Women and Other Institutions with Save the Children's support.



## Jiangsu

From June to December, with support from Save the Children, the Jiangyin Association for Protection of Youth Rights and Interests secured financial support for the Public Benefit Venture Initiative and the "Adoption Assessment Initiative". Funds were disbursed from the Jiangyin People's Procuratorate and the Jiangyin Civil Affairs Bureau respectively.



## Guang Dong

From June to December, the Positive Parenting Project offered lectures and learning group services to 9,317 parents. According to survey findings, over 50% of parents who participated in the learning group exhibited positive changes in their attitudes towards parenting.

In September, the Positive Parenting Project held three "Positive Parenting facilitator training workshops". These were China's first "Positive Parenting" training workshops designed specifically for public service providers. The 83 participants were from Chinese NGOs, social worker agencies and governmental departments in Guangdong.

## Yi's Story

Yi (alias) is a 16-year-old boy living in Renshou County in Sichuan Province. At the time of his birth, his family was well off. When he was nine years old, however, his parents were arrested for drug trafficking. Since then, Yi, his grandmother and his older brother had to depend on each other for survival. The drastic change to Yi's family structure and life was traumatic. He once attempted suicide. In school, he became extremely sensitive, and found it difficult to integrate with his peers. Consequently, he dropped out of school at age 15. He shut himself up in his room, playing computer games and surfing the Internet all day long, isolating himself from his grandmother and brother.

Later, Save the Children Child Protection officers learned about Yi and his situation. Our staff immediately contacted Renshou County Minors Protection Center to identify the best way to support the child. To help Yi obtain more professional support, the minors protection center contacted Renshou Care Social Worker Service Center which designated social workers Du Gang and Zeng Qin to take over the case and provide Yi with one-to-one counseling and facilitation.

"Since my parents were sent to jail, my life witnessed overwhelming changes. I successively took on two odd jobs. One was washing hair for clients at a hair salon. It seemed too hard for me to do. So I quit in just two days. The other odd job at a restaurant was also hard for me." He could hardly make a living after dropping out of school. Yi felt at a loss about the future.

As an introvert, Yi was reluctant to talk about his family with strangers. But thanks to the social worker's persistence, Yi gradually opened up his heart. "Yi likes playing football, so we play football with him. Recently, he bought a football, and found a job. He has become more willing to communicate with others, and he is considering joining the army. We have begun to consider how to help him realize his dream," said Du Gang, one of the social workers mentoring Yi.

Through the guidance and care of social workers, Yi's life has gradually improved and he has more hope for the future. "I know you are trying to help me become a person of value and return to school. You don't want me to become a bad boy. You are good people, and I love you," said Yi to the child protection officers during a home visit.

A technical adviser interacting with participants at a child leadership training workshop for developing child protection system in Kaili City, Guizhou Province, March 2015. photographer: Hou Yuting



## Disaster Risk Reduction and Emergency Relief for Children



Save the Children's staff members in Sichuan promoting important information on disaster risk reduction in the streets in Chengdu city, December 2015. Photographer: Huang Chunlin



A seasonal calendar developed by child members at the training workshop of the Child Management Committee for Disaster Reduction in Luojuishan School, Anha Town, Xichang City, Liangshan Prefecture, Sichuan Province. Photographer: Zhang Junfei

China is one of the countries most affected by natural disasters in the world. Children are especially vulnerable when disasters strike. Since the Wenchuan Earthquake in 2008, Save the Children took the lead in launching child-centered disaster risk reduction in China.

In June 2015, the three-year "Community-Based, Child-Centered and Multi-Partner" Pilot Disaster Reduction Project was successfully concluded. The project was praised by all collaborating agencies in Yanyuan County of Liangshan Prefecture in Sichuan Province.

A new "Child-Centered Disaster Reduction Project" was launched in March 2015. Save the Children developed a series of interactive disaster reduction tools and training packages appropriate for rural and urban areas; established child and adult management committees for disaster reduction in schools and communities; implemented a series of training workshops, campus activities and community activities with the theme of disaster reduction; developed a "community-based and child-centered" disaster reduction model featuring synergy between schools and communities; and helped children and their communities build capacity in reducing and combating disasters.

In December 2015, the new "International Cooperation Project for School-Based Disaster Reduction and Safety Management" was launched. The project will continue focusing on disaster reduction in urban areas. It will benefit seven schools in Ya'an of Sichuan Province and Shanghai. During the period of the project, we will develop a systematic set of models for school-based disaster risk reduction and safety management education, featuring the participation of children and parents in pilot schools to improve the quality of disaster reduction education and safety management in urban schools.

The work of Save the Children in disaster reduction and relief has consistently received strong support from partners in the civil affairs system. From April 8 to 12, 2015, Save the Children worked with the Asian Disaster Preparedness Center, Post-Disaster Reconstruction and Management College of Sichuan University, and Hong Kong Polytechnic University to convene a training workshop on “child-centered disaster risk management” with the Disaster Relief Department of the Ministry of Civil Affairs. It was the first time Save the Children held a training workshop for officials from provincial civil affairs bureaus. A total of 49 representatives from 34 provincial civil affairs bureaus participated in the training. The Ministry of Civil Affairs recognized the important outcomes of this training workshop.

### Promoting Chinese NGOs to “go abroad”

On April 25, 2015, Nepal was hit by a 8.1 magnitude earthquake which caused heavy casualties. Chinese civil society organizations actively participated in the post-earthquake disaster relief in Nepal demonstrating the international humanitarian spirit. During disaster relief, Save the Children cooperated with the One Foundation in distributing relief goods such as tents and child sleeping bags to Nepalese families. Save the Children established dozens of child-friendly centers in Nepal, which were made with the 36m2 tents donated by the One Foundation.

### Emergency Aid

In January 2015, President Xi Jinping visited earthquake-stricken areas in Ludian in Yunnan Province. During his tour, Xi visited one child-friendly space established by Save the Children, the heavily-hit Hongqi Community of Xiaozhai Town in cooperation with the local government.

In the initial days of emergency response, Save the Children set up four pilot child-friendly spaces in Ludian and Qiaojia, enabling children there to have a safe and comfortable place for communication, play, and support. With the support of Save the Children, children established “child management committees” to participate in the management of child-friendly spaces and the design of activities.

These pilot mechanisms provided useful reference to the operation of other similar child service agencies in disaster-hit areas. In 2015, a total of 17 pilot child-friendly centers were set up in Ludian County and Qiaojia County. Child-friendly centers offered an important platform for child protection, child development and child participation during the process of post-disaster reconstruction.

After the initial restoration and reconstruction tasks were completed, Save the Children transferred the focus of work to the capacity building of children’s homes in Ludian. We trained service and professional staff of local social organizations to standardize the management and service delivery of children’s homes. Also, we cooperated with local education departments and women’s federations in providing capacity building training on ECCD, education, health and disaster reduction and preparedness to over 300 grassroots government officials.

### Humanitarian Capacity Building

Although many social organizations and activists involved in philanthropy are willing to participate in disaster education, reduction and preparedness related to children, they generally lack the adequate knowledge and skills in this regard.

With the support from the One Foundation, Save the Children offered humanitarian capacity building training to 37 staff members of civil society organizations within the disaster relief network in 2015. The scope of training covered participatory assessment tools, child protection and participation, and strategies to identify specific needs of children under emergency circumstances.

Save the Children also worked with peer agencies to actively boost the implementation of SPHERE, the coordination and international standard for disaster emergency response in China. Save the Children cohosted meeting with the One Foundation to share U.S. experiences in Chengdu and Beijing, with the participation of 50 representatives from the Ministry of Civil Affairs and other agencies. Additionally, we shared our experience in post-earthquake relief in Nepal at conferences with the participation of multiple partners.



Children drawing a disaster risk map with volunteers at a child-friendly space established by Save the Children in Ludian, Yunnan province (July 2015).  
Photographer: Xie Yanyun

### Xiao Ying’s Story

Xiao Ying lives in a rural community with her family in Yanyuan County of Liangshan Prefecture in Sichuan Province. Because of various circumstances, Xiao Ying, her old grandmother and her younger brother and sister have to depend on each other for survival. In her community children typically begin their schooling at a later age. In 2013, 13-year-old Xiao Ying was in Grade Four in a primary school. At that time, the Kids Club for Disaster Reduction Management came to her school searching for new members to enroll. Xiao Ying and other students were full of curiosity about the club. During the enrollment process, a teacher of the Kids Club asked a question: if one of your friends falls into water, what should you do?

“I thought about this question carefully. I could not swim. If I witnessed such an accident and wanted to save my peer, what could I do? I joined the Kids Club for Disaster Reduction Management with curiosity and questions,” Xiaoying recalled.

Xiao Ying said she made many friends in the Kids Club, became happier and learned a lot of knowledge not covered in her textbooks. “Now I know that we should not blindly try to rescue any peer who has fallen into water.” She had never experienced such ideas before. These ideas were new to her.

More importantly, as a member of the Kids Club, Xiao Ying felt it necessary to pass on what she learned to others. She thought of a good idea with her peers. Her idea was to leverage the New Year Festival to disseminate knowledge about disaster preparedness and reduction to her community. Xiao Ying prepared materials with her classmates and told the village head about their idea. “These children have a good idea and can help us do things!” said the village head pleasantly. When asked about her feelings during the dissemination of knowledge, Xiao Ying said with a shy smile: “The villagers listened attentively. The only bad thing was that some people were smoking.”

When asked about her changes after joining the Kids Club, Xiao Ying expressed her deepest feelings: “I was very timid and shy before. Sometimes, I wanted to help others, but failed to do so due to shyness. Now, I’ve become much more cheerful and feel happy whenever I help others.”



Breast milk favored over milk powder for babies in disaster-hit areas



Story of Xiao Guoying



## 2015 Project Milestones



### Sichuan

In March, Save the Children signed a MOU on “Child-Centered Disaster Reduction and Basic Education Project” with Liangshan Prefecture Earthquake Disaster Mitigation Bureau, Xichang Earthquake Disaster Mitigation Bureau, Xichang Education Bureau and Xichang Civil Affairs Bureau.

During March and April, a “Child-Centered Disaster Risk Reduction Project” was launched in Xichang City of Liangshan Prefecture and Chengdu City, Sichuan Province. The project aims to build the capacity of schools and communities in disaster risk reduction and emergency preparedness.

In April, Save the Children held the 1st five-day training workshop on “risk management for child-centered disaster reduction” to civil affairs officials at the provincial and local levels.

In June, the previous phase of the three-year “Child-Centered Disaster Risk Reduction Project” was concluded. It directly benefited 2,000 children, 300 teachers and 6,000 adults.

In June, with the support of U.S. disaster risk reduction experts, Save the Children introduced a tool for developing communication on family-based disaster reduction. Save the Children adapted the tool according to the unique context of the project areas.

From mid-June through July, the Manual on Family-based Disaster Preparedness Planning and Activities was tested for six rounds among over 400 children of primary school age, parents and teachers in project sites in Sichuan and Yunnan. The manual was revised according to feedback collected during the tests. Once it is published, the manual will be used in China, India and Peru.

In December, the “International Cooperation Project for School-Based Disaster Reduction and Safety Management” was launched in Ya’an City, Sichuan Province. The project will continue exploring and promoting urban disaster reduction practices by replicating models for school-based disaster risk reduction and safety education and developing family-school cooperation platforms.



### Yunnan

In 2015, Save the Children boosted the construction of child-friendly spaces in Ludian and Qiaojia counties in, Yunnan Province, and explored integrated child protection mechanisms. By December, Save the Children supported the construction of 17 child-friendly spaces.



Li Wenjing (right of photo) is the lead musician of a band called “Dream Band” made up of children from a child-friendly space established by Save the Children in Qiaojia county, Yunnan province.  
Photographer: Xie Yanyun

# Policy Advocacy



Group photo of child ambassadors from different countries (First from the left in the first row is Zheng Bozhong)



Child ambassadors from different countries (second on the left is Zheng Bozhong) visiting the head quarter of the United Nations in New York.



Prince William visiting Save the Children's Beijing Youth Development Project. Photo credit: Sean Gallagher

## Policy Advocacy and Impact

Save the Children pays close attention to the implementation of United Nations Convention on the Rights of the Child in China and strives to ensure children's opinions, recommendations, and voices are taken into consideration. By leveraging our programme experience in China, we also work to inform child-related policy making, to ensure the full realization of child rights.

Save the Children is committed to promoting child participation, creating opportunities and platforms for child participation through children's forums, children's committees and children's groups, etc., and encouraging children to pay attention to their rights and express their views.

In 2015, our crosscutting policy advocacy efforts focused on UN Sustainable Development Goals (SDGs) and 2030 Agenda. In 2013, Save the Children launched international advocacy campaigns in 12 countries including China, aiming to achieve a "Post-2015 Agenda". In 2015, Save the Children enhanced the awareness of the 2030 Agenda among Chinese policy makers through research, dialogues and information sharing, and shared Chinese perspectives on international platforms. SC raised awareness on the topic of child participation through the participation of Child Ambassador Zheng Bozhong in advocacy for UN SDGs use of social media communications. Specifically, our achievements in this programme include:

In February 2015, Ms. Wang Le, Deputy Country Director of Save the Children in China, attended the "Post-2015 Agenda" consultation in New York, and delivered a speech on behalf of international NGOs, bringing Chinese practical experience and voices to the participants.

Commissioned by Save the Children, Zhang Xiulan, a professor at the School of Social Development and Public Policy, Beijing Normal University, studied the factors driving China to achieve the UN Millennium Development Goals and summarized the "Chinese experience". A policy proposal formulated on the basis of the study report was submitted to the leader of the State Council Poverty Relief Leading Group. The study was also quoted in the global report From Agreement To Action: Delivering the Sustainable Development Goals released by Save the Children globally.

In the area of Child Health and Nutrition, our policy advocacy efforts in 2015 focused on effectively replicating "kangaroo care" on a larger scale. This low-cost technique can effectively reduce premature infant mortality, promote and facilitate breastfeeding, shorten the hospitalization of mothers and infants, and promote the subsequent long-term development and healthy growth of premature babies.

In the past year, Save the Children invited relevant officials and experts in China to visit the UK and observe the application of "kangaroo care" in hospitals and discussed future work plans with the departments concerned. In the same year, we invited UK experts to hold the first training workshop on the technique in China, and organized Chinese experts studying the technique to conduct a situational survey. We also established a partnership with the National Premature Intervention Research Project.

In the area of Child Education, Save the Children participated in the development of the agenda of the 2015 "4th International Workshop on Poverty Reduction and Child Development, and the Asia-Pacific Annual Conference on Early Childhood Development" sponsored by the China Development Research Foundation. Save the Children provided government representatives attending the conference with professional advice and international experience on the formulation of early childhood development policies.

To promote access to education to children with disabilities in mainstream schools, Save the Children provided training on inclusive education to 187 governmental officials from 32 provincial education departments and county/district education bureaus in 2015. Save the Children also offered feedback on the revised draft of the Regulations on Education for Persons with Disabilities, and supported project counties and districts to develop locally appropriate inclusive education policies.

After the central government issued the Special Education Development Plan (2014-2016) in order to raise the enrollment rate of children with disabilities, local financial departments in pilot sites also increased fund input for inclusive education. Specifically, local governments invested a total of 729,446 Euros to procure teaching facilities and subsidize teachers during the implementation of project activities.

Through the support of Save the Children, East China Normal University, Sichuan Normal University, Chongqing Normal University and Nanjing Normal University of Special Education developed more than eight courses related to inclusive education, and provided these courses to their students, incorporating inclusive education into the pre-service curriculum system for teachers. This has not only improved the teaching capacity of teachers in terms of inclusive education, but has garnered the attention of some authoritative scholars highlighting the importance of inclusive education.

In 2015, Save the Children cohosted a training workshop on the education for children with disabilities with Renmin University of China. Education officials from 31 provinces/municipalities/autonomous regions participated in the training workshop. Experts from Harvard Law School and the Chinese Ministry of Education supported the training workshop.

To further promote youth development, Save the Children cooperated with the Shanghai Municipal Education Commission and Shanghai Institute of Education Sciences in promoting its vocational soft skills courses to 16 vocational schools. Save the Children also worked with Xinjiang Women and Children's Development Foundation to provide microfinance support for entrepreneurship to youth in Xinjiang. In Yunnan, project training and implementation has changed the views of local education officials on vocational education and many have become aware of the role of vocational education in effectively complementing further education following junior high school. In Beijing, Prince William met with two representatives of migrant youth during his visit to China. During the meeting, two representatives participating in our project discussed their achievements after participating in project activities and talked about their life, work and dreams.

In the Child Protection Programme, Save the Children significantly contributed to national policy work in 2015. With the support of Save the Children, the Ministry of Civil Affairs organized three national-level training workshops on child protection mechanisms, and over 600 Chinese governmental officials from the justice and civil affairs systems participated. In addition, Save the Children facilitated a high-level dialogue between China's Ministry of Public Security and Thailand's Ministry of Social Development and Human Security to jointly fight against crimes of human trafficking.

In response to the solicitation of opinions from the Standing Committee of the National People's Congress regarding the Law on Anti-Domestic Violence, Save the Children led 10 Chinese and international public benefit organizations to submit written proposals with regard to the scope of domestic violence, the working mechanism, the engagement of civil society organizations, and the particular emphasis on child protection. The law came into effect on March 1, 2016.

Finally, in the area of Disaster Preparedness and Risk Reduction, Save the Children prepared a policy proposal based on the experience of the "Child-Centered Disaster Reduction Project" in Yanyuan County of Liangshan Prefecture, Sichuan Province. The policy proposal consisted of three key recommendations: 1. The government should welcome the participation of civil society organizations in disaster preparedness and reduction. 2. Knowledge about disaster preparedness and reduction and campus safety should be further disseminated in schools. 3. Women should be encouraged to participate in disaster preparedness and reduction. These recommendations have been adopted by the government and contribute to an inclusive and participatory governmental disaster management mechanism.

Additionally, Save the Children organized public awareness advocacy activities on national and international days for natural disaster reduction effectively raising public awareness of disaster reduction and children's participation in disaster reduction.



A group photo of child ambassadors from different countries.



The child participation that Save the Children advocates for according to UN Convention on the Rights of the Child (CRC) means more than “presence” or “participation”, but includes the process of sharing rights. The UN SDGs and the 2030 Agenda bear implications upon the future development of the world in the coming 15 years. Children expressing views regarding this topic offer unique value. The practice of Zheng Bozhong and other child ambassadors during the UN Sustainable Development Summit proved that children add value to “high-profile” international political agendas. Governments and UN officials as adults are obliged to earnestly listen to children. In the process of promoting child participation, it is the top priority for Save the Children to ensure that children’s participation is voluntary, safe, transparent, relevant and inclusive, and that children are respected throughout the process.



## Zheng Bozhong’s Story

### Chinese Child Ambassador for UN SDGs: My Trip to New York

At the eve of 2015 summer vacation, I was elected “Chinese Child Ambassador for 2015 SDGs” following multiple rounds of screening and interviews. This provided me with a strong sense of achievement. In the subsequent two months, I made a series of preparations, including media publicity, packing up, and recording short videos. Finally, I started off on September 19, several days ahead of the trip of President Xi Jinping to the U.S. On the first day I met my roommate from Afghanistan. He wasn’t a sturdy man in white gown with backward thinking; instead, he was a handsome boy in Western-style suit with inspiring looks, talking with fervor and assurance. He spoke excellent English, and objectively pointed out to me the deficiencies and gaps of his country. Before long, we became very close buddies.

On September 22, I participated in “World Have Your Say”, a live interview programme of BBC, in which Child Ambassador representatives held dialogs with Helen Clark (former New Zealand Prime Minister, Administrator of UNDP) and Amina Muhammad (Special Adviser to Secretary-General Ban Ki-moon on Post-2015 Development Planning). The BBC host offered me a chance to speak in the interview.

On September 23, all child ambassadors visited the United Nations Headquarters and watched videos and photos on UN Sustainable Development Goals (SDGs). During the activity, I met UN Secretary-General Ban Ki-moon, and had the chance of talking with Anthony Lake, Executive Director of UNICEF, about domestic education.

On September 24, during a breakfast meeting with Mogens Lykketoft, former Foreign Minister and the current President of the United Nations General Assembly, I was lucky enough to talk with him again. Mr. Lykketoft strongly agreed to my views on climate and environmental pollution, and indicated that this year’s General Debate would reiterate actions against pollution and climate change.

This event made me believe that the chance of speaking to UN officials as a child represents a progress of the era.

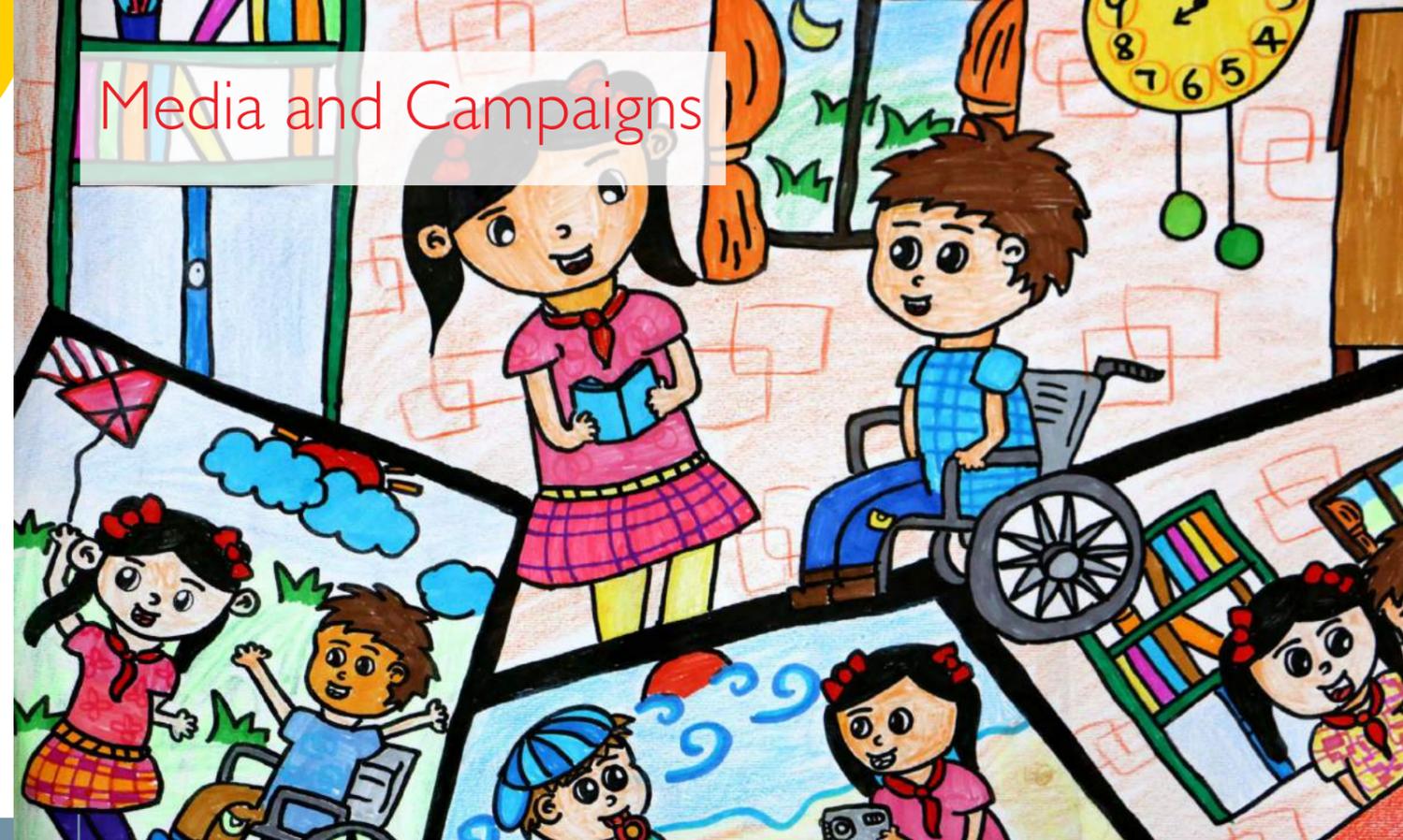
Another event that benefited me a lot was the lunch meeting presided over by me with Justin Forsyth (Save the Children CEO in UK), Carolyn Miles (Save the Children CEO in U.S.), and Patricia Erb (Save the Children CEO in Canada). As always, I challenged by asking questions about climate actions.

I also participated in another event Social Good Summit. The three child ambassadors who participated in the activity delivered speeches in front of hundreds of journalists. I and two other child ambassadors respectively from the U.S. and Zambia sat on a sofa on the eye-catching rostrum, talking with Carolyn Miles, Save the Children CEO in U.S. Carolyn asked me about my views on climate actions. My replies received warm applause, and I was later interviewed by some TV stations.

The grandest event was undoubtedly the opening ceremony of the UN Sustainable Development Summit 2015. On September 26, all child ambassadors were present on a platform high above the ground during the opening ceremony. In the middle of the first row sat Malala, Nobel Peace Prize winner, and I felt lucky to sit right behind her. During the General Debate among heads of state, seats allocated to children and the speech of Malala as a child representative demonstrated the importance attached to child rights.

It was my great honor to be present at the UN Sustainable Development Summit, during which I gained not only friendship, but also experience, vision and gratitude...

## Media and Campaigns



A painting from Luo Jingxi, a pupil from Sichuan, who participated in a national drawing competition themed inclusive education organized by Save the Children.

As a child charity organization, Save the Children has been consistently leveraging media and public advocacy as an important approach to ensuring children’s voices are heard and promoting the fulfillment of their rights particularly among impoverished and marginalized children.

Our media and public advocacy work also supports the replication of our pilot project practices and experience in China, and facilitates the implementation of policies related to children, so that sustainable impact can be generated within a larger scope. In 2015, our media and public advocacy activities at the national level primarily include the following:

### 20th anniversary celebration of Save the Children in China and release of Global Strategy - Ambition for Children 2030

2015 marked the last year for the UN Millennium Development Goals (MDGs), and the new UN Sustainable Development Goals (SDGs) were established. “2030 UN SDGs” were unanimously ratified by 193 UN member states, including China, at a historic summit in September 2015, and became effective as of January 1, 2016. They defined the vision for the world’s sustainable development in the next 15 years, and the Government of China has incorporated the achievement of these goals into its “13th Five-Year Plan”.

As the world’s leading independent organization for children, Save the Children is one of the major agencies promoting the achievement of the UN SDGs. In the light of UN SDGs, it has thoroughly discussed and defined “Save the Children Global Strategy - Ambition for Children 2030”: No child dies from preventable causes before their fifth birthday; All children learn from a quality basic education; Violence against children is no longer tolerated. The over 120 country programme offices of Save the Children around the world have also developed their own 2016-2018 country strategic plans in line with the Ambition, in which we elaborate on how our individual programmes in each country will contribute to the achievement of “Ambition for Children 2030”.

2015 also marked the 20th anniversary of Save the Children’s registration and programme operation in China. Our programme offices in Beijing, Shanghai, Xinjiang, Yunnan and Sichuan, organized events to celebrate the anniversary. Our partners were invited to join the events, including governmental departments, international organizations, donors, media, children’s representatives, and Chinese NGOs. During the celebration events, “Save the Children Global Strategy - Ambition for Children 2030” was released and guests were invited to share their expectations and visions for children in 2030.

Save the Children also produced a short film to introduce the China Programme and released it offline during the anniversary celebration events and online via its official Weibo account “@Save the Children” and its official WeChat account “@International Save the Children”.



20th anniversary celebrations of Save the Children in China; photographer: Wang Beibei



The BBC interviewing Pia MacRae, Country Director of Save the Children in China

### For and with children

The target group of Save the Children's work is the most impoverished and marginalized children around the world, and our core vision is "For and with children". We listen to children's voices, encourage children's participation throughout the processes of our programme implementation, and advocate for the leadership of children in things relevant to them.

In 2015, one of our innovative advocacy efforts in terms of children's participation was cooperating with relevant UN agencies in China to select "Chinese Child Ambassador for UN SDGs" through a nationwide open recruitment procedure by leveraging social media. The winner was Zheng Bozhong, a junior high school boy in Beijing, China. The Child Ambassador was supported to attend the UN Sustainable Development Summit in New York in September 2015, expressing his views on global issues related to children and meeting with world's leaders and political VIPs. He was also interviewed by international media and news networks.

Making effective use of social media for communication, we created the Weibo topic #SDG Child Ambassador in Action# and updated it in real time with information on the participation of our "child ambassador" in events in New York. This topic attracted over 600,000 views cumulatively.

### Public advocacy on inclusive education

In the area of inclusive education, Save the Children focuses on helping Chinese children with disabilities gain access to schooling and mainstream regular school education, promoting an inclusive environment, which benefits all children. We believe inclusive education is an important and indispensable approach for ensuring quality education for all.

In the past three years, we organized multiple events to promote inclusive education through social media. By the time of this Annual Report, "We are different, we are the same" the video series produced by Save the Children for case studies about inclusive education advocacy attracted over 400,000 viewers.

To improve advocacy and communication outcomes, in 2015 we cooperated with Horizon Research Consultancy Group to launch a survey on the knowledge, attitudes and practices related to inclusive education among children with disabilities and other children, parents and educators. Preliminary findings were discussed with UNESCO, Handicap International, Right to Play, the National Association of Parents of Children with Mental Disabilities and some other international and national organizations promoting the rights and interests of children and persons with disabilities. A consensus emerged that ensuring access to schooling; mainstream regular school education and quality basic education for children with disabilities should become an urgent priority.

The survey findings provide important evidence to support our public advocacy work on inclusive education over the next three years.

### Media reports and social media communication

By the end of 2015, Save the Children issued over 2,000 media reports in China cumulatively. By the end of 2015, our official Sina Weibo ("@Save the Children") had secured over 90,000 fans; our official WeChat public account ("International Save the Children") had secured over 2,000 fans; our Youku video center ("Save the Children") had attracted 150 subscribers and 670,000 video hits.

Meanwhile, our work has been extensively covered by national and international mainstream media. In 2015, projects developed by Save the Children in China were highlighted by many news networks, including the BBC, NHK, CBC, The Economist, Asahi Shimbun, New York Times, etc.



Save the Children "Ambition for Children 2030" and 2016-2018 Country Strategic Plan brochures.



#### #SDG Child Ambassador in Action#



Hashtag topic reached  
**600,000** views

Inclusive education advocacy video  
"We are Different, We are the Same"

More than  
**400,000** hits



Media reports about Save the Children's work in China  
**over 2,000**

Sina Weibo Followers  
**90,000**

Official WeChat account got over 2000 followers. Youku account reached 670,000 video hits.

# Our Supporters

Every day, Save the Children works to turn our vision into a reality – to build a world where every child has the opportunity to grow up healthy and the chance to learn and thrive in a safe environment. However, our work would not be possible without the generous support of our partner institutions, corporations, and individuals. We would therefore like to extend our heartfelt thanks to you! Together, we have reshaped the futures of so many children for the better. We look forward to continue our work with you to create more immediate and long-lasting change in the lives of children across China and the world.

“

The IKEA Foundation is proud of our global relationship with Save the Children. We are committed to promoting children's education and are delighted at the recent reception amongst Chinese audiences to get behind 'Inclusive Education.' We very much look forward to supporting the future success of 'Inclusive Education' in China and around the world.



Xu Lide, Corporate PR manager of IKEA China.

“

Project officers from Save the Children in China have impressed me with great commitment and professionalism in helping children. The cooperation with Save the Children is enjoyable and fruitful!



Denis Liu, Ethical Supply Chain Manager from Twinings.

“

Thank you for the visit allowing me to get more understanding on the project itself, and what to contribute to the district/ country. It is a meaningful and positive visit.



Shirly Hei, a salesperson at Bvlgari's boutique at the Hong Kong International Airport, visited Save the Children's Early Childhood Care and Development project in Mojiang, Yunnan province in October, 2015.

”

“

We are so happy to see that numerous migrant youth have benefited from the 'Skills to Succeed' project that jointly launched by Accenture and Save the Children. As a global enterprise that emphasizes human resource as the key competency for entrepreneurs, Accenture deeply understand that equipping people with the right skills is the key to open the door of any career

”

Zhu Hong, Chairman of Accenture Greater China Corporate Citizenship Committee.

## INSTITUTION

Danish International Development Agency

Embassy of the Kingdom of the Netherlands in China

United Kingdom Foreign & Commonwealth Office

## FOUNDATIONS

ANESVAD Foundation  
Bill & Melinda Gates Foundation  
Kadoorie Charitable Foundation  
Save the Children Members  
Save the Children Hong Kong  
Save the Children International  
Save the Children Sweden  
Save the Children United Kingdom  
Save the Children United States

## CORPORATIONS

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BASF Foundation  
BestSeller A/S  
Bulgari  
C&A Foundation  
Chevron  
Citi Foundation  
GSRD Foundation  
Hempel Foundation  
Hewlett-Packard Company Foundation  
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The Arsenal Foundation  
The Unilever Foundation  
The Walt Disney Company  
TOMS  
Twinings  
United Way Worldwide  
Target Corporation  
Wander AG  
Wrigley Company Foundation

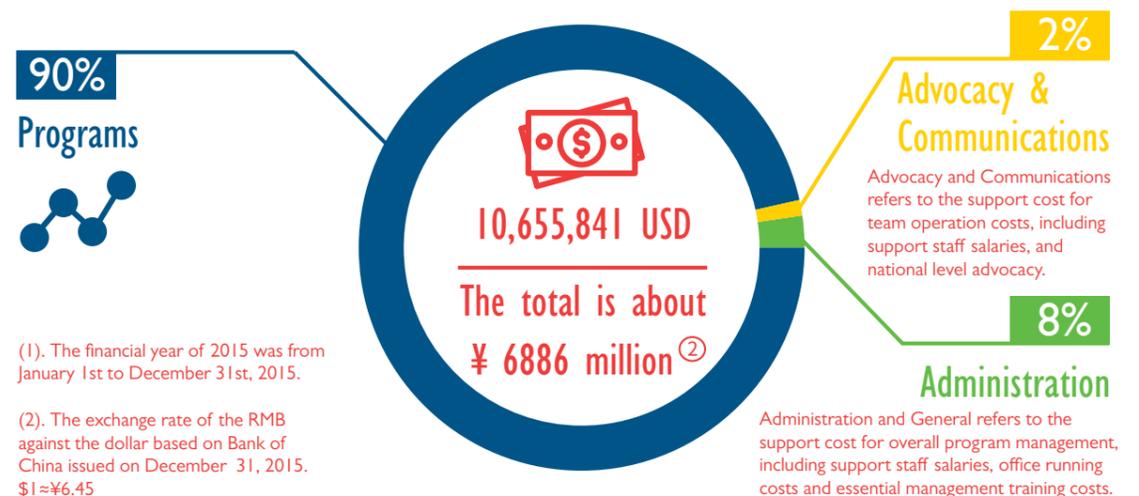
## 2015 Financial Information



### 2015 Income Sources by Type of Donor ①



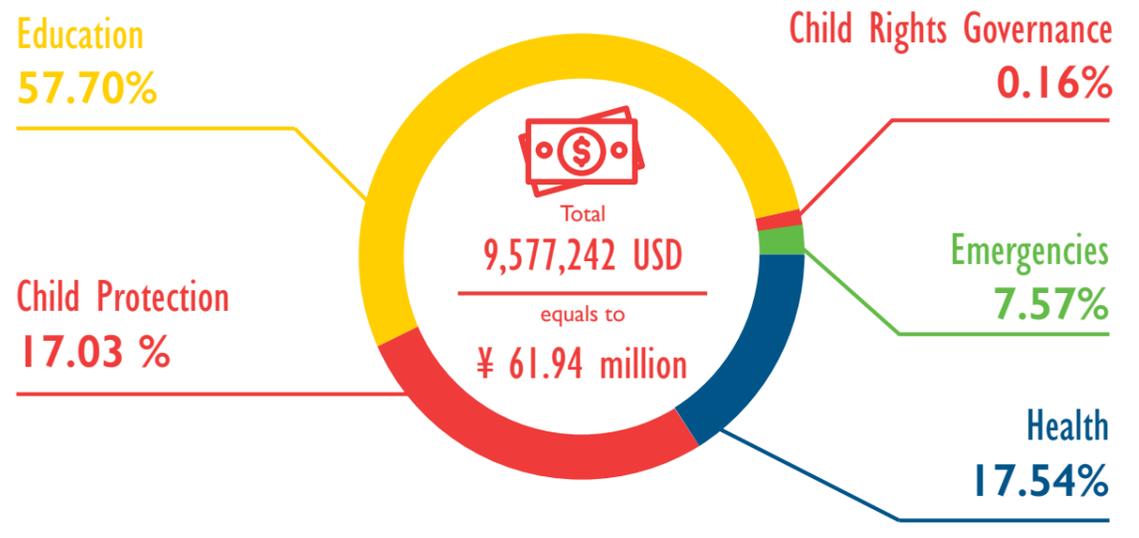
### Expenditure 2015 by Sector in USD



(1). The financial year of 2015 was from January 1st to December 31st, 2015.

(2). The exchange rate of the RMB against the dollar based on Bank of China issued on December 31, 2015. \$1 ≈ ¥6.45

### Expenditure 2015 by Programme Area



## Save the Children in China

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Official Website: [www.savethechildren.org.cn](http://www.savethechildren.org.cn)  
Official Microblog: [weibo.com/savethechildrenchina](http://weibo.com/savethechildrenchina)

