



UNFPA China  
Annual Report

2014





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Volunteers from China Youth Network

# Foreword

The year 2014 was of special significance to UNFPA and our partners at national and international levels. In 1994, world leaders gathered in Cairo for the historical International Conference on Population and Development (ICPD) and agreed on its Programme of Action (PoA), an international consensus that recognized the rights of women and girls as central to development. Twenty years later, the United Nations General Assembly held a Special Session (UNGASS) on ICPD Beyond 2014 Review, which reinforced the consensus that investing in individual human rights, capabilities and dignity -- across multiple sectors and throughout an individual's lifetime -- is the foundation of sustainable development.

In line with the ICPD Beyond 2014 Review process, UNFPA China developed an Advocacy Toolkit to

support national counterparts in their participation in the international advocacy events on the ICPD review, including the 47<sup>th</sup> Session of the Commission on Population and Development and the UNGASS 2014. In addition, the UNFPA China Office supported the production of the Chinese versions of key ICPD publications, including the Twentieth Anniversary Edition of the ICPD PoA and the ICPD Beyond 2014 Global Review Report.

Throughout 2014, UNFPA China continued to work with its partners in the areas of population and development, reproductive health, youth and gender equality, primarily focusing on evidence-based advocacy, policy dialogue and advisory services in these areas. Efforts were also strengthened in communication, partnership building and resource mobilization, which have yielded encouraging results, demonstrating great potential for further expansion in these areas to support the overall goals of UNFPA's assistance in China. For instance, UNFPA China's presence on the Chinese social media platform Weibo has evolved into an effective venue to engage young people to act on promoting healthy norms and innovations to promote sexual and reproductive health messages among their peers.



Mr. Arie Hoekman  
UNFPA China  
Representative

In 2014, UNFPA China commissioned an independent external evaluation exercise of its current country programme. The comprehensive programme evaluation was carried out in accordance with UNFPA's global evaluation standards and was conducted in close collaboration with the Government of China, UNFPA China's partners and key stakeholders. The evaluation's recommendations will be taken into account during the implementation of the final year of the seventh programme cycle. More importantly, the evaluation generated valuable insights to support the formulation of strategic interventions during the eighth country programme cycle from 2016-2020 (CP8).

Preparations for strategizing CP8 started alongside the development of the next United Nations Development Assistance Framework (UNDAF) in China. Such endeavors included the drafting of a set of papers on key issues, ranging from youth development to advocacy on sexual and reproductive health related issues to research on equity and ageing.

As we celebrate the progress made in 2014, we extend our sincere thanks to the Ministry of Commerce of China, as the national coordinating agency of UNFPA in China, for its continued strong support to our programme. We wish to thank our implementing partners for having once again shown accountability, efficiency and programme effectiveness in China. We wish to thank all our other national and international partners, as well as our volunteers and interns for their hard work and cooperation to promote the ICPD Beyond 2014 and the post-2015 development agendas in China.

Mr. Arie Hoekman  
UNFPA Representative to China



## Strengthening integration of population dynamics in policy making

Ensuring a sustainable future for all requires reliable population data to inform policy-making. Comprehensive and equitable development policies must take into account population trends and dynamics.

In 2014, UNFPA China continued to support the production and analysis of sex-disaggregated socio-demographic indicators and population projection results. UNFPA and its partners promote the integration of population dynamics in the development of rights- and evidence-based plans, strategies and policies that reflect the changing population dynamics in China.

### Partners

- National Development and Reform Commission (NDRC)
- China National Committee on Ageing (CNCA)
- National Bureau of Statistics (NBS)
- China Center for Urban Development (CCUD)
- China Population and Development Research Center (CPDRC)
- Academic institutions (China Population Association, Peking University, Renmin University, etc.)
- Centre for Healthy Ageing and Development Studies (CHADS) of Peking University
- UNICEF

## Data for population and development

In 2014, UNFPA supported the National Bureau of Statistics (NBS) and the China Population and Development Research Center (CPDRC) on the production and dissemination of census data, sex-disaggregated data from sectoral ministries, and population projection results.



Partnering with NBS, UNFPA and UNICEF continued to jointly support advocacy and capacity building to produce and use disaggregated and reliable data from both surveys (including censuses) and administrative records. The generated data has been used to support national development planning and monitoring as well as for national reporting on internationally agreed goals and frameworks, such as the International Conference on Population and Development (ICPD), the Millennium Development Goals (MDGs) and the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW).

Through the consolidation of multiple existing data sources, e.g. census, civil registration from the Ministry of Public Security system (MoPS), registration with the Population Administration Decision Information System (PADIS) run by the National Health and Family Planning Commission (NHFPC), UNFPA supported the production of population projections using PADIS-INT - a multi-state population projection software, developed by the China Population and Development Research Center. This effort further contributed to generating information required for local planning and policy formulation.

### 2014 Highlights

#### ► Technical preparations for the 2020 census

Following the International Seminar on the 2010 round of national population and housing censuses organized in China in 2013 and the visits to Australia and New Zealand to learn about the e-census in 2014, a technical review of emerging technologies used for conducting surveys and censuses was undertaken to identify their potential use in China for the 2020 census. Further review of the recommended options will be carried out in 2015.

#### ► Advocacy for more sex-disaggregated data

UNFPA supported advocacy and training activities for NBS and relevant sectoral ministries on generating more sex-disaggregated data. The China Disabled Persons' Federation (CDPF) volunteered to lead a pilot on consolidating sex-disaggregated indicators from various sources. It served as good practice of mobilizing sectoral ministries and entities to work on sex-disaggregated indicators. The pilot produced a 2014 situation analysis, with proposed future actions. Together with UNICEF, UNFPA supported the publication on the "Statistics on Women and Children in China (2014)", a comprehensive collection of social development indicators on the well-being of women and children in China. This activity now involves over 30 sectoral ministries and other government institutions and includes over 200 indicators.

#### ► Production of population projections

In 2014, three provinces/cities, Chongqing, Heilongjiang and Anhui, were supported by UNFPA to run population projection tests, based on the consolidation of multiple data sources and using PADIS-INT. The projections results provided timely input for local population-related

planning, specifically the ongoing provincial fertility policy change. It also helped to further improve PADIS-INT's software.

## Integrating population dynamics into rights-based national plans and strategies

In 2014, UNFPA boosted its support to policy-oriented research. New partnerships were established with the Social Development Institute (SDI) of the NDRC and the Centre for Healthy Ageing and Development Studies (CHADS) at PKU. New initiatives aim to provide further evidence to support the formulation of rights-based national plans and strategies on population and development.

### 2014 Highlights

#### ► Supporting the formulation of the Thirteenth National 5-Year Social and Economic Development Plan related to population and development

Together with the Department of Social Development of the NDRC, UNFPA China supported a review of priority population and development issues for China in the coming five years (2016-2020). It involved a questionnaire survey of over 100 national scholars from varying background of demography, sociology, economics, environmental sciences, etc. and an evidence-based study by five top national research institutions, namely the Institute of Population and Labor Economics at Chinese Academy of Social Sciences (CASS), the Institute of Population and Development Studies at Xi'an Jiaotong University, the Institute of Population Research at Fudan University, the Institute of Population and Development Studies at Zhejiang University and the Center for Healthy Ageing and Development Studies at the National School of Development at Peking University. The review provided a comprehensive analysis of priority population and development issues, along with the proposed areas for future policy change and intervention. The findings will serve as a useful reference in planning and drafting the relevant sections of the Thirteenth National 5-Year Social and Economic Development Plan in 2015.

#### ► Advocacy for equitable access to essential social services for all affected by urbanization

Since 2009, UNFPA has been supporting the National Reform and Development Commission (NDRC) and the China Center for Urban Development (CCUD) on urbanization. The collaborative efforts were aimed at extending the coverage of essential social services to people affected by urbanization, in particular incoming migrants and local farmers, who are counted as part of the urban population but do not possess urban household registration.

In December 2014, the NDRC and UNFPA jointly launched an urbanization strategy research paper entitled "Providing Social Services to Residential Population in Cities: Policy Options to Promote Healthy Urbanization in China".

The strategy paper, which called for investment in equal opportunities for all in order to unleash the potential of the urbanization process in China, was developed based on a five-year fruitful collaboration between UNFPA, the NDRC and the CCUD. Four cities covered by the initiative - Zhengzhou City in Henan Province, Jinnan District of Tianjin City, Yanta District of Xi'an City in Shaanxi Province and Changshu City of Jiangsu Province— also benefited from concrete results generated by the project interventions. The pilot initiatives and results of operational research provided valuable guidance for local urban planning.

► Evidence-based advocacy for comprehensive policy making responsive to population dynamics

In December 2014, UNFPA China and the Center for Population and Development Policy Studies of Fudan University co-organized the 3<sup>rd</sup> Fertility Policy Symposium in China, titled “Facing the Future of Population Research in China”. Over 50 demographers from 30 research institutes in China and abroad participated in the symposium, reviewing the achievements and efforts made to promote reform of the fertility policy in China in the past decade. Based on the observations and reflections on the implementation of the two-child policy for one-side-single families, and in-depth discussions on population dynamics in the country, the population experts called for further relaxation of China’s fertility policy.

It is hoped that the symposium would stimulate further discussions on evidence-based policy recommendations, in line with the Programme of Action (PoA) of the International Conference on Population and Development (ICPD).

► Strengthening national capacities to conduct population and development studies

In 2014, UNFPA China supported two new initiatives aiming to strengthen national capacities to conduct population and development studies, with a focus on young scholars.

In partnership with the China Population Association (CPA), eight young scholars from universities and research institutions in China were competitively chosen to receive small research grants to conduct in-depth studies on ageing and youth. Besides financial support to undertake planned research, the young grantees will receive mentorship support and professional guidance, to complete their research in 2015.

In partnership with the Institute of Population Research at Peking University in August 2014, UNFPA organized a Summer Seminar on Research Methodology for Population and Development Studies. Twelve top national scholars were invited to share their analyses on widely debated issues around population and development, including ageing, urbanization and national transfer accounts. During the Summer Seminar, two courses specially designed on conducting population research, were offered to 70 students attending the seminar.



▲ Prof. Wang Guixin, Director of the Center for Population and Development Policy Studies of Fudan University delivering an opening remark.

## Strengthening national capacity to respond to ageing



In 2014, the population over 60 years of age in China hit a new height of more than 212 million, accounting for 15.5% of the total population, and the population aged 65 and above exceeded 10% of the country’s total population. Many government agencies and non-governmental entities indicated their intent to work on ageing and started pooling their resources for the same. Consequently in 2014, UNFPA partnerships on ageing were expanded from just the China National Committee on Ageing (CNCA) to include the Social Development Institute (SDI) of the NDRC, the Centre for Healthy Ageing and Development Studies (CHADS) of PKU, Renmin University, the National Bureau of Statistics, Peking University, the Women’s Studies Institute of China, and China Research Centre on Ageing.



▲ Elderly women,  
By Chen Jianzhong/  
Guo Tieliu

## 2014 Highlights

### ► Supporting the development of the Thirteenth National 5-Year Plan on Ageing (2016-2020)

To support the formulation of the Thirteenth National 5-Year Plan on Ageing, UNFPA supported research on priority ageing and development issues. The report identified key trends impacting ageing - a “new normal state” – from the perspectives of economics, social development, population structure and technology. It highlighted major challenges and proposed a draft action plan, supported by relevant policies and implementation mechanisms, in order to achieve equitable social security, facilitate engagement with older persons and capitalize on innovations in technology that would enable elderly people to maintain higher levels of social participation and independence, while getting better and more personalised services.

### ► Supporting the development of the ageing services sector

The State Council Decree on the Development of the Ageing Services Sector, also known as the State Council Decree No. 35, was released on 6 September 2013. A national guideline on the development of the ageing services sector, the Decree calls for the participation and contribution of multiple government bodies and stakeholders, in particular the private sector. The NDRC serves as the main coordination body for the implementation of the Decree. In 2014, UNFPA supported the NDRC’s Department of Social Development to devise supportive

strategies for the implementation and monitoring of this Decree.

### ► Supporting research on equity and ageing

As part of the Equity Research Series led by the UN system in China, UNFPA, in partnership with the Institute of Gerontology at Renmin University, coordinated a study on equity and ageing. The study aims to analyse equity-related issues affecting elderly people in China. Major data holders on ageing in China are involved, and data from multiple sources is utilized.

The research will inform the formulation of the UN Development Assistance Framework for 2016-2020, and the UNFPA-China 8<sup>th</sup> Country Programme (2016-2020). The finalized research paper and policy briefs generated from the research will be shared with the government and partners in 2015 and are expected to also influence the formulation of the Thirteenth 5-Year Plan on Ageing.

### ► Working on the Chinese Longitudinal Healthy Longevity Survey (CLHLS)

The Chinese Longitudinal Healthy Longevity Survey (CLHLS), run by the Centre for Healthy Ageing and Development Studies (CHADS) of Peking University, provides unique data on the implications of societal and behavioral factors on individual health. The study has been conducted for six consecutive waves since 1998. In 2014, UNFPA, along with other partners, supported the 7<sup>th</sup> wave of CLHLS conducted with over 10,000 elderly, including 6,607 elderly who were interviewed in the previous round. Data analysis will be undertaken in 2015, and data sets will be made publicly available for further studies. The study is expected to yield valuable data that examines socio-economic factors affecting the livelihoods and well-being of the elderly, and respective policy implications.

### ► Promoting knowledge exchange on ageing

With support from UNFPA, CNCA compiled a collection of ageing policies from South Korea, Hong Kong, Thailand, Taiwan and Japan. This collection of international experiences serves as a good reference for China as it develops its own ageing policies. The collection contains rich information on the demographic situation of these other

countries and territories as well as their legal and policy frameworks on the elderly, including policies on pension, medical security, the silver age industry and social participation of older persons.

CNCA and UNFPA jointly supported government officials to undertake a study visit to learn best practices from selected European countries, focusing on their experience in developing policies, strategies and plans on ageing. The study tour represents the important value that international exchange and strategic knowledge sharing can bring to

China. In fact, China has an advantage in that it can learn from the experience of other countries and select the best possible policy options applicable to the Chinese context, thereby minimizing the long trial and error of defining and trying out completely newly crafted policies.



◀ Elderly people  
in Xi'an  
By Guo Tieliu



## Expanding availability and use of integrated sexual and reproductive health services

### Partners

- National Health and Family Planning Commission (NHFPC)
- National Centre for Women and Children's Health (NCWCH)
- Red Cross Society of China (RCS)
- China Maternal and Child Health Association (CMCHA)
- China Population Development and Research Centre (CPDRC)
- China Railways Cooperation (CRC)
- China Family Planning Association (CFPA)
- National Centre for AIDS/STD Control and Prevention (NCAIDS)
- China Youth Network (CYN)
- China Red Cross Training Centre
- Center for Disease Control of Er'lian City
- Red Cross Society of Qinghe County
- Zamiin-Uud Red Cross
- Yunnan Health and Development Research Association (YHDRA)
- Chinese Association of STD and AIDS Prevention and Control (China Red Ribbon Forum)
- UNFPA Mongolia Office



Opening of the 5<sup>th</sup> China Maternal and Child Health Summit,  
Provided by CMCHA



The gains in maternal health and other dimensions of sexual and reproductive health and rights during the past 20 years are among the great successes to celebrate since the ICPD.

-Factsheet on Health ICPD Beyond 2014 Global Review Report

As the MDGs near the finish line, China will be reporting on many achievements, including in sexual and reproductive health. The maternal mortality rate (MMR) was reduced to 21.7 per 100,000 live births in 2014, thereby achieving the target under MDG 5a of reducing the MMR by 75% in 2015 as compared to 1990. The infant mortality rate (IMR) and under-five mortality rate were brought down to 8.9‰ and 11.7‰ respectively in 2014, thereby also achieving the targets set for MDG 4 (reducing child mortality). Notwithstanding the significant progress made, important gaps and challenges remain in achieving universal access to sexual and reproductive health and rights (MDG 5b), especially among more vulnerable and at risk groups, including migrants, ethnic minorities and young people. Guided by the UNFPA Strategic Plan (2014-2017), UNFPA works with national partners in China to further strengthen policies and strategies towards ensuring universal access to good quality, integrated sexual and reproductive health services.

## Advocacy on population and family planning policy improvement

Safe motherhood  
By Chen Jianzhong/  
Guo Tieliu



Implementation of the fertility policy adjustment was rolled out in 2014, following its announcement in November 2013. To address the government's primary concern about a potential sharp increase in population

growth due to the relaxation of the policy, UNFPA supported the China Population and Development Research Center (CPDRC), an affiliate agency of the National Health and Family Planning Commission (NHFPC), in developing guidelines to monitor the effect of the adjusted policy. The guidelines will be used by the government to

assess the effect of the policy relaxation and will also generate relevant information for further changes to the population policy and, in particular, the fertility control policy.

One of the key challenges encountered by the health system after the merger of the former National Population and Family Planning Commission (NPFPC) and the Ministry of Health in 2013, is achieving a full integration of the two formerly vertical service delivery systems - family planning and reproductive health, including maternal health. In 2014, with the support of UNFPA, a team of national experts on family planning and reproductive health services developed policy recommendations to facilitate the functional integration of the two service delivery systems, in order to overcome former disconnectedness and inefficiencies. The recommendations call for changes with regards to the scope of services, adjustment of human resources, infrastructure, and management structures.

The relaxation of the fertility policy gave impetus to further reforms of the management and evaluation of family planning work. In 2014, a team of experts on management and evaluation reforms conducted field visits and interviews with the provincial and prefecture level managers and service providers in Zhejiang, Guangdong and Chongqing provinces, to solicit inputs for improving evaluation indicators to measure the performance of family planning work in this evolving policy environment. The new recommended indicators monitor the quality of services, including client satisfaction, and reflect the provision of services to vulnerable groups, such as migrant populations

and unmarried youth.

Promoting human rights constitutes the core of UNFPA's work in China, and UNFPA continues to advocate for upholding human rights principles as the foundation for policy making and service delivery in China, in line with the International Conference on Population and Development Programme of Action (ICPD PoA). In 2014, a training of trainers (ToT) workshop on the protection of human rights was held in Chongqing using a training manual developed with UNFPA support. Human rights professors from the Central Party School, Renmin University and the China Population and Development Research Center facilitated the training. The workshop increased awareness among programme managers and services providers in Chongqing of the importance of taking a rights-based approach in the provision of reproductive health and family planning services. The training will be further rolled out with the support of the provincial government and local governments.

## Initiating policy discourse on sexual and reproductive health and rights

A comprehensive sexual and reproductive health (SRH) policy framework can guide advocacy, planning, investment, implementation and monitoring of national efforts to promote SRH, and facilitate a comprehensive and holistic approach to address the many inter-related aspects of SRH and rights. Using a report that documented case studies of SRH and rights policy frameworks in selected countries and regions as a reference, UNFPA supported the National Center for Women and Children's Health

(NCWCH) in organizing initial discussions among experts and policy makers on the need to formulate a rights-based SRH policy framework. Further discussions are anticipated over the next several years as part of a more comprehensive policy dialogue on establishing a SRH and rights policy framework in China.

## Strengthening national programmes to prevent cervical and breast cancer and common gynecological diseases

Building on previous years' work to strengthen the national cervical and breast cancer screening programme among rural women, UNFPA and the NCWCH jointly, in 2014, worked on:

- preparing training materials for service providers in conducting breast cancer screening, using the latest updates and international experiences;
- developing an outline for the establishment of a national cervical cancer prevention system based on the experience learned from a study tour to Sweden in 2013, to be submitted for the government's consideration;
- developing guidelines for programme managers and service providers on cervical cancer screening programme quality control and assurance.

## Continued advocacy for strengthening midwifery

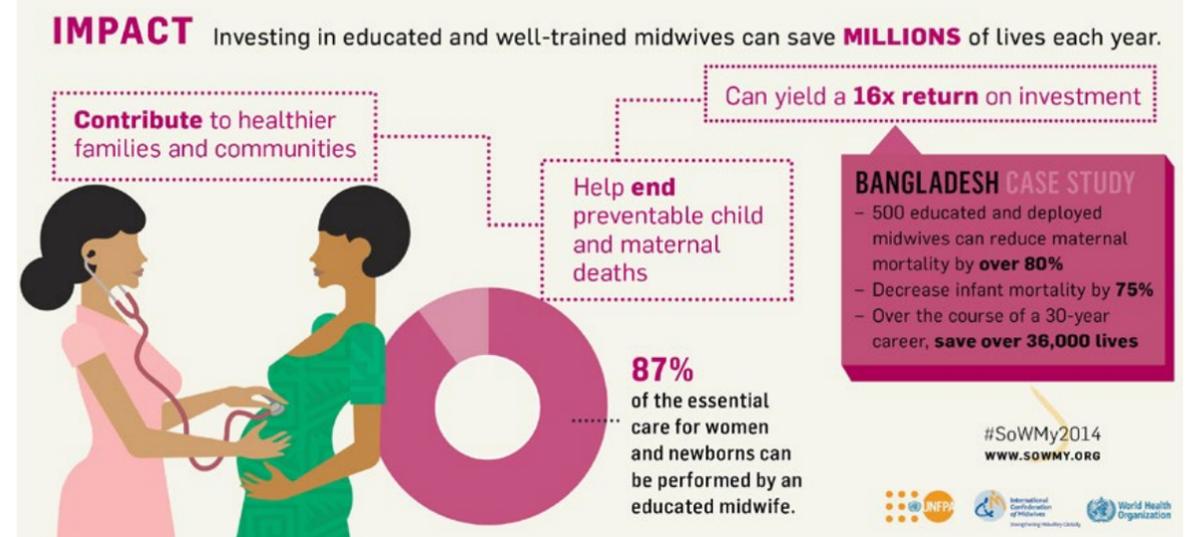
In 2014, as a result of concerted advocacy led by the China Maternal and Child Health Association (CMCHA) and UNFPA, the Ministry of Education approved an undergraduate programme on midwifery education for eight medical universities. It is a significant step forward towards training a high calibre midwifery workforce. The first batch of undergraduate students majoring in midwifery will be enrolled in these medical universities in 2015.

As part of on-going advocacy for recognition of the midwife as a health profession, UNFPA and the CMCHA continued to raise awareness on the cost-effectiveness of investing in midwifery. The State of the World Midwifery 2014 Report was launched on November 4 in Beijing, followed

by a technical workshop on midwifery workforce. International experiences and standards were shared by two international consultants from Sweden and the International Confederation of Midwives in New Zealand. The workshop highlighted the critical role of midwives in promoting health of women throughout the continuum of sexual, reproductive, maternal and newborn health care. At the Fifth China International Maternal and Child Health Development Forum held on November 18 in Guangzhou, UNFPA advocated that each woman and child has the right to reproductive healthcare services and that investment in midwifery can yield 16 times returns in terms of increased availability of sexual, reproductive, maternal and newborn health services. More than 2,000 participants were present at the grand meeting.

To further the establishment of the profession of midwifery, UNFPA supported CMCHA and Peking University to develop a set of core competencies of midwives. It will be presented to the NHFPC to serve as a basis for developing the national standards of midwifery qualifications and the midwife career pathway.

## STATE OF THE WORLD'S MIDWIFERY 2014 REPORT



## Integrating reproductive health in national emergency response plans

In 2014, in partnership with the NHFPC and the Red Cross Society of China, UNFPA continued to advocate for the integration of the Minimum Initial Service Package for Sexual and Reproductive Health (MISP) within the National Health Emergency Preparedness Plan. The inclusion of SRH and gender-based violence (GBV) prevention into emergency response was promoted at the national level as well as in selected localities, such as Yingjiang County and Tengchong County of Yunnan province, Longsheng County of Guangxi province and Qionghai City of Hainan Province. In consultation with the National Health Emergency Response Office (HERO) and relevant non-health sector actors, the National Center on Women and Children's Health drafted a contingency plan on the implementation of the MISP package. Once finalized, it will be integrated into the National Health Emergency Preparedness Plan.

The provincial and prefecture level health sectors have developed their own contingency plans based on experiences gained and lessons learnt. The Prefectural Health Department of Baoshan in Yunnan Province officially announced the integration of MISP in the prefectural

earthquake emergency response system. The Guangxi Red Cross also integrated MISP into its provincial Red Cross Humanitarian Response Plan. The national Red Cross system also plans to integrate the MISP package into their current routine work, such as national first aid training and the national "Integrated Community Resilience Programme".

In August 2014, after the Ludian earthquake, the Yunnan Provincial Department of Health and Family Planning Commission immediately set up a reproductive health emergency coordination team consisting of provincial and city level officials in charge of maternal and child health doctors, nurses, and logistics staff. The team went to the earthquake affected area to implement the MISP, which was warmly received by local beneficiaries,

in particular women. Amongst the total 1.08 million affected people in Ludian County, the reproductive health emergency team identified 634 affected women and children, including 146 pregnant women, in the central earthquake area – Longtoushan Township of Ludian County. All affected women received required reproductive health services, with

15 high-risk pregnant women examined and referred to county level health services, and 242 sick children provided with required services, including referral to county MCH services for further treatment. The reproductive health emergency team also provided postnatal services to 5 new born babies and 6 new mothers. This was the first time for China to successfully implement the MISP in earthquake affected areas, and best practices are being documented to be widely shared with relevant stakeholders.



## HIV prevention among key affected population groups

To support China's response to the HIV epidemic, especially in addressing remaining challenges, UNFPA focuses its programme assistance on reducing sexual transmission of HIV among vulnerable groups, including low income female sex workers, migrant workers and young people.

The project to support HIV prevention among sex workers along the China-Mongolian border continued, with financial support from the Government of Luxembourg.

In 2014, UNFPA continued working with its national partners – the National Center for AIDS/STI Prevention and Control (NCAIDS), the Red Cross Society of China and the China Railway Corporation

– on piloting and documenting a comprehensive model for integrated HIV prevention and SRH services targeting key populations,

including low income female sex workers, their male clients, and migrant workers.

### ▶ HIV prevention among low income sex workers

According to official data, sexual transmission of HIV has been on the rise in recent years.

The number of female sex workers (FSWs) in China is estimated at 4-6 million. The national HIV surveillance data in 2013 showed that the average HIV infection rate among FSWs in China was 0.2%.

However, research published in the Lancet in 2012 estimated this rate has already reached 3%. Moreover, available data shows that STI prevalence is higher among sex workers, which increases the risk of HIV transmission.

### Intervention strategies employed in 2014

#### ▶ Strengthening partnerships to advocate for HIV prevention among sex workers

In collaboration with the Red Ribbon Forum (RRF), other UN agencies and INGOs (Asia Catalyst), UNFPA supported national efforts to strengthen partnerships among government agencies, academic institutions, social organizations and international partners working with sex workers. In November 2014, the RRF and UN agencies in China, organized a Seminar on Women and HIV in the Context of Commercial Sex. International speakers from Vietnam, Switzerland, New Zealand and the regional offices of UNFPA and UNDP participated in the seminar. The seminar was concluded with the following proposed actions for national partners and international organizations working on the issue:

- (i) Continue advocacy efforts, including efforts targeting the National People's Congress and the Chinese People's Political Consultative Conference (CPPCC), to close down Custody and Education Centres;
- (ii) Conduct further research to support advocacy prohibiting police from confiscating condoms from sex workers;
- (iii) Call for improved mechanisms for partnership between social organizations and government agencies, mainly the health sector, in addressing barriers to accessing HIV/SRH services.

#### ▶ Developing a National Operational Guideline on HIV/STI/SRH interventions

With UNFPA support, the national partner - NCAIDS – coordinated a team of national experts on social sciences, SRH service providers

with experience in outreach work and representatives from community-based organizations, to develop an HIV/STI/SRH interventions guideline targeting low income sex workers. It is an adaptation of international guidelines to the local Chinese context, integrating local experiences and lessons learned. The guidelines will be used as one of the references for the development of China's National HIV strategy for 2016-2020.

#### ▶ Involving Community Neighborhood Committees (CNC) to approach low income sex workers and refer to HIV and SRH services

CNC can play an important role in HIV prevention, in particular among low income sex workers. As sex workers often come to CNCs for issues related to housing rental and temporary residential permits, CNCs have a potential role in condom promotion, and sharing information about access to health and other services that sex workers may require. The CNCs in Donghu District and Yuanzhou

District of Jiangxi Province, Danzhou City of Hainan Province and Tongren County of Guizhou Province were mobilized to support the intervention among sex workers. At each project site, 10,000 – 15,000 condoms were distributed to sex workers through CNCs and sex workers groups. A small survey conducted in one project site by a local CNC showed that the sex workers' condom use rate with the most recent client had increased from 50% in 2012 to 75.6% in 2014.

Learning from international experience with the support of local CNCs, the Donghu District CDC of Jiangxi province successfully set up drop-in centers for sex workers at a local Mahjong House (playing cards) and nearby small forests, the usual locations where sex workers and clients concentrate. The drop-in centers worked together with local health outreach workers from MCH hospitals and peer educators to provide confidential counseling and SRH services to low income sex workers and their clients.

One of the key issues for the sex workers is a high rate of syphilis, ranging between 20% to 50% in different field sites. A few cases of pelvic inflammation, condyloma acuminatum, and cervicitis have been identified among sex workers. At the request of sex workers, in all project sites, HIV prevention and key SRH services, including contraception, STIs diagnosis and treatment, and pregnancy related services have been provided in a non-discriminatory and client-friendly manner.

### ► Cross-border HIV Prevention in China-Mongolia Border Areas

With funding from the Luxemburg Government, UNFPA continued to support HIV prevention programmes along the China-Mongolia border. The behavior change communication interventions on HIV/STIs prevention were undertaken among high risk groups, including Mongolian and Chinese female sex workers, long-distance truck drivers, traders and migrant workers in two of the largest China-Mongolia border cities - Erlian City of Inner Mongolia and Qinghe County of Xinjiang. In Erlian City, the project continued to support peer education among female sex workers. Trained Chinese and Mongolian female sex workers reached out to hundreds of sex workers across the border.

The Chinese health workers and Mongolian Red Cross volunteers also conducted outreach to FSWs, at least once a month to each entertainment establishment, including through mobile voluntary counseling and testing (VCT) services. To improve the quality of services and to increase access to services among Mongolian FSWs, in 2014, two Mongolian health providers from Ulan Bator started regular visits to the project-supported clinics in Erlian City in order to offer RTIs/STIs diagnosis and treatment services for FSWs.

In 2014, a project mid-term review was conducted by a national consultant. The findings of the review demonstrated that the China-Mongolia cross-border STIs/HIV prevention mechanism represents an effective model of STIs/HIV prevention among cross-border FSWs and mobile populations.

### ► HIV Prevention among Migrant Workers in Railway Construction Sites

In 2014, UNFPA continued partnering with the China Railways Cooperation to support HIV prevention interventions among migrant workers in 5 project railway construction sites undertaken by Kunming, Zhengzhou, Chengdu and Wuhan railway bureaus.

The project supported two intervention approaches to reach migrant workers with HIV prevention messages and services. In 2014, the railway CDC health workers reached 4,800 migrant workers with HIV prevention messages and VCT services. Two hundred migrant workers, trained as peer educators, disseminated HIV/STIs prevention information to nearly 4,000 migrant workers.

The project end-line survey conducted at the project railway construction sites indicated that the percentage of migrant workers who both correctly identified ways to prevent sexual transmission of

HIV and who rejected major misconceptions about HIV transmission increased from 61.4% in 2011 to 95.1% in 2014. The migrant worker's condom usage during their last high-risk sexual encounter in programme areas increased from 87.5% in 2011 to 92.9% in 2014.

UNFPA supported the four project railway bureaus in documenting best practices generated by the project that will be used to further support advocacy and scaling-up within China's railway system.

HIV Prevention Peer Education Training in Qinghe County of Xinjiang



## Improving maternal health among ethnic minorities in remote areas

Article 13. Promote hospitalized delivery. For those who are not able to go to hospital for delivery due to geographic or other reasons, if condition permits, health facilities should send out certified health personnel to assist home delivery, or if condition does not permit, should have certified birth attendants for home delivery.

-Maternal Health Care Management Regulation, Ministry of Health, 2011

One of the key strategies employed by China for ensuring safe childbirth is the provision of skilled delivery services and the

promotion of hospital delivery. This has enabled China to reduce their MMR

significantly and meet MDG target 5a before 2015. Yet, it faces significant regional disparities in MMR, with the western region of the country registering levels that are 2.6 times higher than those of the eastern region.

In the very remote and mountainous areas of western China, low population density and availability of services combined with limited,

costly and poor transportation, present great challenges for ethnic minority populations in accessing referral services. The 2011 baseline survey conducted under the UNFPA-China Maternal Health in Ethnic Minority Areas project found that, in Longlin Autonomous County of Guangxi Zhuang Autonomous Region, the hospital delivery rate among residents in urban areas was over 98%, while amongst residents in mountainous villages the rate was merely reaching 37%. Over 90% of those home deliveries were assisted by elderly women in the family or other villagers who had never been trained on safe delivery skills.

Women and children in Longlin, Guangxi  
By Chen Jianzhong



In 2011, UNFPA, partnering with the National Health and Family Planning Commission (NHFPC), the China Family Planning Association (CFPA), the National Center for Women and Children's Health (NCWCH) and the Yunnan Health and Development Research Association (YHDRA), launched a project to improve maternal health in remote ethnic minority areas by exploring and mobilizing community participation and supporting maternal health programmes in the six project counties. The intervention was aimed at improving the utilization of maternal health care by ethnic minorities in remote and mountainous communities in order to reduce the incidence of home deliveries without skilled assistance. Based on this pilot experience, the project will provide policy recommendations to the government on

improving maternal health in remote areas of western China.

The three-year field pilot in the project areas yielded valuable experiences on community participation for maternal health, including establishing community-based support networks to ensure that every pregnant woman has at least one contact person in the community for support. Moreover, the project supported a mapping of maternal health needs and community resources in all project sites.

In 2014, project efforts were focused on documenting project experiences to further inform policy discussions and advocacy.

In Longlin County of Guangxi, the project strengthened their community support group and the hospital delivery rate in the four villages increased from 65.2% in 2013 to 85.8% in 2014. In Gyamda County of Tibet, community-based mobilization yielded good results. In the four pilot townships, the community support team reached 180 women and 176 women delivered their babies in hospitals.

In 2014, Xinhua News Agency reported on the many benefits of the project in Longlin, Guangxi, which was also co-financed by the local government. Among various initiatives to safeguard maternal health, the mapping of maternal health needs and community resources was emphasized as a good example for similar mountainous areas in western China.

Maternal needs mapping for a Miao village in Longlin

## Training of local women's group leaders

Following the workshop conducted in Weixi County in 2013, UNFPA supported a refresher training on home delivery skills in 2014. Approximately 30 women's group leaders were trained so that they can now play an important role in promoting hospital delivery and antenatal care in remote communities.

Ms. Hao Quanying is the leader of Gudumi Villagers' Group of Gongyuan Village, Baijixun Township, Weixi Lisu Autonomous County. She was selected as the project support team member. Her group is located in high, steep mountains, 30 kilometers from the township hospital, with more than 7-kilometers without car access. Hao Quanying was one of 30 women leaders who attended the home delivery skills training.

In 2014, Hao provided support to four pregnant women from her group. She accompanied three women for their hospital deliveries, and mobilized one woman, Ms. Yu Xinju, for 4 antenatal care visits before her safe home delivery with Hao's assistance.



Ms. Hao Quanying attending a home delivery skills training  
By Chen Jianzhong



## Acting with and for youth on sexual and reproductive health

UNFPA China continues to support joint strategies and interventions with partners, which aim to provide high-quality, rights-based and gender-sensitive sexual and reproductive health (SRH) information, education and services to young people in China.

### Partners

- China Family Planning Association (CFPA)
- National Health and Family Planning Commission (NHFPC)
- China Population and Development Research Center (CPDRC)
- National Center for Women and Children's Health (NCWCH)
- China Youth Network (CYN)



Taking a Selfie on World Population Day 2014  
By Guo Tieliu

## Advancing Community-based youth health clubs

Volunteers at the national youth peer education workshop 2014  
By Liang Xiao



With support from UNFPA, the China Family Planning Commission (CFPA) further strengthened community-based youth clubs in the project sites. These clubs serve as platforms to facilitate and support multiple interventions with and for young people, including but not limited to conducting peer education, organizing engaging lectures by experts, distributing information materials on SRH, and providing contraceptives along with counselling services.

Young people, local governments and other stakeholders highly appreciated the enhanced functionality and effectiveness of youth clubs.

The district government and the Hainan Provincial Family Planning Commission supported the Longhua Youth Center with 1.3 million RMB for expansion and further strengthening of its activities. In 2014, the Longhua District Youth-health Club was nominated as the best youth health club among 21 youth clubs certified by CFPA, one of the key partners in the project. Another UNFPA project-supported youth center, the Yuzhong Youth Center in Chongqing, was also among the 21 best youth health clubs.

In 2014, CFPA set up a university youth health project to promote adolescents' SRH and rights (ASRHR) and scale up peer education among university students. The network now covers 140 universities in 30 provinces of China. UNFPA provided partial support to the activities conducted, including capacity building, peer education training and stimulation of some innovative initiatives.

## Strengthening Youth-Friendly Services (YFS)

To ensure YFS met international standards, the National Center for Women and Children's Health (NCWCH) and national experts, with guidance from the NHFPC and UNFPA, conducted a series of technical consultations to revise the standards on Youth Friendly Services in medical institutes. The Maternal Health Department of the NHFPC has included development of the national YFS standards in its 2015 work plan, which indicates a strong priority by the government to enhance the quality and access of YFS.

To monitor and evaluate the utilization of YFS, the NCWCH introduced data collection and reporting system in 10 pilot hospitals in three project sites in July 2014. According to preliminary data, about 2,000 young people received health counselling and 7,000 young people received clinical SRH services provided by trained medical staff. Moreover, health staff conducted 47 outreach activities in 2014. The system not only records the impact of the programme but also generates data to support advocacy on promoting youth friendly services.

In order to further discuss and explore how youth friendly services and sexuality education complement each other in addressing pressing ASRHR concerns, the NCWCH organized a study tour for government officials from both health and education sectors, as well as health professionals from UNFPA-supported provinces to learn good practices of introducing sexuality education (called gender education) in primary schools in Shanghai. The study tour inspired the health officials and health professionals to discuss crucial linkages between YFS and school-based sexuality programmes, which will be reflected in improvements to the design and implementation of youth sexual and reproductive health services in China.



Sexuality education in a primary school in Shanghai  
By Chen Jianzhong

## Advocating for free contraceptives for unmarried young people

The national and provincial family planning policies do not cover unmarried youth in providing free contraceptive services. As recognition of the unmet SRH needs of young people increased, UNFPA continued to support the China Population and Development Research Center (CPDRC) to advocate for provision of free contraceptives for unmarried youth. Many cities started experimenting with free distribution of contraceptives to unmarried youth. In 2014,

CPDRC developed national guidelines on free distribution at the local level, the first of its kind in China.

In addition, CPDRC drafted a policy proposal on inclusion of unmarried youth in the free contraceptive services system. With an estimated 30 million unmarried young people in need of free contraceptives, the proposal presented convincing evidence to advocate for financial investment in providing free contraceptives to young people. Upon finalizing the proposal with additional information on pilot experiences, the policy proposal will be submitted to national and provincial level decision makers in 2015.



## Supporting youth participation & leadership

Youth participation and leadership are critical for realizing young people's potential. 2014 witnessed the 10<sup>th</sup> anniversary of the China Youth Network (CYN), the first youth led organization that promotes ASRHR in China supported

by UNFPA. CYN has grown into an important actor in youth participation in the area of youth sexual and reproductive health with linkages to other regional and global youth groups. On World Population Day, CFPA organized a high-level commemoration event, with participation from leadership of CFPA, UNFPA, other UN and international organizations, as well as the current

and veteran youth volunteers from CYN. The event reviewed the achievements in the past ten years and shared an ambitious yet achievable vision for CYN's future work.

In 2014, UNFPA supported six youth leaders from CYN to represent the Chinese young people at the International AIDS Conference in Melbourne, Australia. During a de-briefing presentation to UNFPA China, youth participants shared very positive feedback from their participation, including concrete suggestions for similar initiatives in the future.

In November 2014, UNFPA supported an innovative youth consultancy contest. Youth consultants from several universities were called to map out situation analyses and youth development policies in the areas of health, education, employment, civic engagement, and security. Trained by professional consultants,

six groups of youth consultants researched existing intervention strategies, and key players and policies on youth development in China. Based on the results, young people gave their recommendations and suggestions, which were used in the development of UNFPA China's strategies on youth for their Eighth Country Programme (2016-2020). This initiative not only empowered young people and sensitized them about youth policy issues, but provided a creative way to consult young people in designing UNFPA programmes supporting youth.



Warm-up dance during a peer education session in Central Minzu University  
By Zhou Ying



## Promoting gender equality

The empowerment of women and gender equality remain unfulfilled, requiring further actions to ensure women's leadership in public spheres, equality before the law and in practice for economic transactions, elimination of all forms of violence, and empowerment of women in exercising their sexual and reproductive health and rights.

-from ICPD Beyond 2014 Global Review Report

### Partners

- All China Women's Federation (ACWF)
- National Health and Family Planning Commission (NHFP)
- National Center for Women and Children's Health (NCWCH)
- China Population and Development Research Center (CPDRC)
- China White Ribbon Volunteers Network (CWRVN)
- UN Theme Group on Gender (UNTGG)
- Partners for Prevention (P4P)



UNFPA China staff supporting the #Be the One Be Orange# social media campaign  
By Guo Tieliu

Women's empowerment and gender equality are pivotal to sustainable development and to creating an enabling environment that will allow half the global population to take advantage of life opportunities, expand their capabilities, and fully contribute to society.

In China, UNFPA works with government partners, academia, civil society, media and other UN agencies to promote gender equality. In particular, UNFPA supports national partners in addressing two priority gender issues: gender-biased sex selection resulting in skewed sex ratio at birth (SRB) and gender-based violence (GBV).

## Ending Gender-based Violence

Boys and girls, from UNFPA 7 Billion Photo Contest



According to the Third Survey on Social Status of Chinese women conducted by the All-China Women Federation (ACWF) and the National Bureau of Statistics, 24.9% of Chinese women encountered domestic violence in some form. However, these figures

are likely to understate the problem due to the common underreporting of domestic violence. To address GBV issues in China (focusing on violence against women and girls), UNFPA supports policy change, intervention programmes, research, and awareness campaigns, through partnerships with national and local governments, civil society, media and other UN agencies in China.

### ➤ Advocacy on legislation against family violence

Since 2013, as a member of the UN Inter-Agency Task Force in China, UNFPA supported the process of drafting the legislation of family violence. In April 2014, the All China Women's Federation (ACWF) and the UN Inter-Agency Task Force co-hosted a two-day international roundtable meeting on family violence legislation in China. International experts from nine countries shared their experiences and lessons from developing and implementing national laws regarding family violence. Following that in September, UNFPA and ACWF organized a high level advocacy forum on ERAW to further discuss the challenging aspects of the legislation.

Decade-long concerted advocacy efforts by various stakeholders have led to a formal launch of the legislation process of adopting a national law on family violence. On 25 November 2014, the International Day of Eliminating All Forms of Violence against Women, the Legislative

Affairs Office of the State Council released the draft bill to solicit public opinion and comments. The UN Inter-Agency Task Force provided its comments and suggestions to the draft bill, including a need for a more comprehensive definition of family violence, not confined only to direct family members but also within intimate or sexual relationships, the inclusion of standard operating procedures for police in dealing with family violence cases and the consideration of a civil protection order, among others. The draft will be revised and submitted to the National People's Congress for further review.

### ➤ Promoting a multi-sectoral response model to end violence against women

UNFPA continues to support ACWF and the National Center for Women and Children's Health (NCWCH) in developing a multi-sectoral model in response to violence against women (VAW) in Liuyang County of Hunan Province and Chengde County of Hebei Province. The collaboration among members of the multi-sectoral referral system has been strengthened to provide legal, counseling and medical services to survivors of violence. The multi-sectoral mechanism has introduced the joint reviews of high-risk cases to foster cooperation among sectors, and a database was developed and piloted to improve data sharing and case management in the project sites.

The year 2014 has seen significant progress in terms of policy change.

Chengde approved a local resolution on the prevention and elimination of violence against women, adopted by the County People's Congress. With that, both UNFPA-supported project sites now have local resolutions on combating VAW, differing from local regulations in other places in China, which focus narrowly on domestic violence. Both sites have issued local policies to use protection orders as a judicial practice to protect rights of women suffering violence.

## Engaging civil society to promote male involvement to end GBV

The launch of "Men Talk Stories" forum  
By Zhou Ying



Engagement with civil society and men and boys for fighting against gender-based violence has been strengthened. Since its establishment in 2013, the China White Ribbon Volunteers Network (CWRVN) has mobilized many volunteers to condemn and prevent GBV, including through hotline services, outreach campaigns, website, and media, including social media. More than 400 volunteers have joined the Network in 2014, covering 15 local service stations across China.

In 2014, with the support of UNFPA and the

Embassy of France in China, the Network organized a series of public dialogue forums - "Men Talk Stories". Sixteen men from diverse backgrounds shared their personal stories, highlighting aspects related to gender equality, gender identity and GBV. These forums also generated a documentary and a publication entitled "The Voices of Men".

In November 2014, CWRVN organized the first Symposium on Male Involvement and GBV and the second Annual Meeting of CWRVN. Around 150 participants attended the meeting, including a growing number of volunteers from different locations in China, policy makers, women's federations, NGOs, research institutions, mass media and supporters from the UN and embassies.

## Addressing Gender-biased Sex Selection

Although the sex ratio at birth (SRB) in China has been consistently dropping for the last six

years from 2009 to 2014 (from 119.45 to 115.88) and some scholars argue that a "turning point" may have been reached, China still has

the most prolonged and significantly skewed SRB among countries facing a similar challenge. Some changes also make the situation more complicated. According to the 2010 census data, there has been a rise in the imbalanced SRB for first births. SRB has risen rapidly in urban areas and the gap between rural and urban has narrowed consequently. The number of ethnic minority groups with high SRB is also rising.

In 2014, the joint programme of UNFPA, the National Health and

Family Planning Commission (NHFPC) and the China Population and Development Research Center (CPDRC) continued to address the skewed SRB in Changfeng of Anhui province, Jingan of Jiangxi province and Wugong of Shaanxi province.



Women taking part in village rule revision discussions in Changfeng  
By Wen Hua

## Community based intervention model to curb the skewed SRB

In 2014, community-based SRB intervention models were further improved. In the UNFPA-supported project sites, 99 villages have revised gender discriminatory village rules and regulations to support women's rights and interests in land ownership, political participation and other aspects.

The experience of UNFPA programme-supported sites to improve

SRB has guided the development and implementation of social policies to support women's development in the areas of education, health, employment and social security. These include improving women's employment through investing in women

dominated production, enrolling more women in technical extension services, and adoption of a number of gender-sensitive measures for infrastructure construction. Public consultations were facilitated and supported as means to revise customary village rules discriminating against women. Some

incentive mechanisms were supported, such as subsidies to families where children took their mothers' surnames, supporting the weddings of daughters in daughter-only families and husbands deciding to move in with the wives' families. The documentation of community intervention models is being done in collaboration with Xi'an Jiaotong University, CPDRC and NHFPC.

### ► Gender mainstreaming measures through party school training

UNFPA and national partners have continued promoting a gender-sensitive approach to policy making. Among many initiatives, UNFPA supported gender sensitization among policy makers within the Party School system, an institution for training of senior government officials of the Communist Party of China. A handbook on integrating gender perspectives into Party School curricula was

finalized in 2014. Party schools at different levels in Shaanxi and Jiangxi provinces have conducted a series of trainings to 7,600 cadres at county, township and village levels on gender issues, including gender-biased sex selection and revision of gender-biased customary rules and regulations.

While the overall share of women in policy making above the village level is still low, the project has promoted women for village leadership positions in project areas.

### ► Media Recognition of UNFPA-supported SRB interventions

In 2014, public awareness of gender-biased sex selection was greatly enhanced through media publicity. For instance, UNFPA SRB pilot interventions received extensive media coverage not only from mainstream media outlets but also social media platforms. The news report about Changfeng's pioneering experiment to encourage changes of naming convention by subsidizing families who

named their newborns after their mothers' surnames as a way to break through son preference was ranked among the top 10 news stories on gender equality in 2014. The ranking of news on gender issues was started jointly by the Chinese Academy of Social Sciences, China Women's News and the China Women's Development Foundation in 2012. As one of the top 10 news articles, Changfeng's story was appraised as having strong social influence, based on a creative experience.

## South-South Cooperation and international exchanges

### ► Supporting international exchange for the ICPD Beyond 2014 and the post-2015 agenda

The eleventh World Family Summit, entitled "Families in Balance: Building the Future We Want" was held on 2-4 December 2014 in Zhuhai, Guangdong Province, co-sponsored by NHFPC and the World Family Organization. The summit focused on the post-2015 development agenda and the Sustainable Development Goals (SDGs), while marking a full decade of successive summits since its first meeting in 2004 and celebrating the 20<sup>th</sup> Anniversary of the International Year of Families.

Dr. Babatunde Osotimehin, the Under-Secretary-General of the United Nations and UNFPA Executive Director, was invited by the Government of China to attend the Summit. In his keynote speech, the Executive Director emphasized the "critical role of families in driving progress towards the sustainable future we all want". The

Executive Director pointed out "families, in all their diverse forms, deserve protection and support" and called for governments to put in place policies that empower all family members, especially women and girls.

During his stay in Zhuhai, the Executive Director also met with H.E Minister Li Bin of the NHFPC. They held in-depth discussions on further strengthening the cooperation between China and UNFPA in the future, including through SSC in the field of population and development and reproductive health, and guided by the ICPD principles and the SDGs.



UNFPA Executive Director Dr. Babatunde Osotimehin (front row, 7<sup>th</sup> from left) participating in the World Family Summit 2014

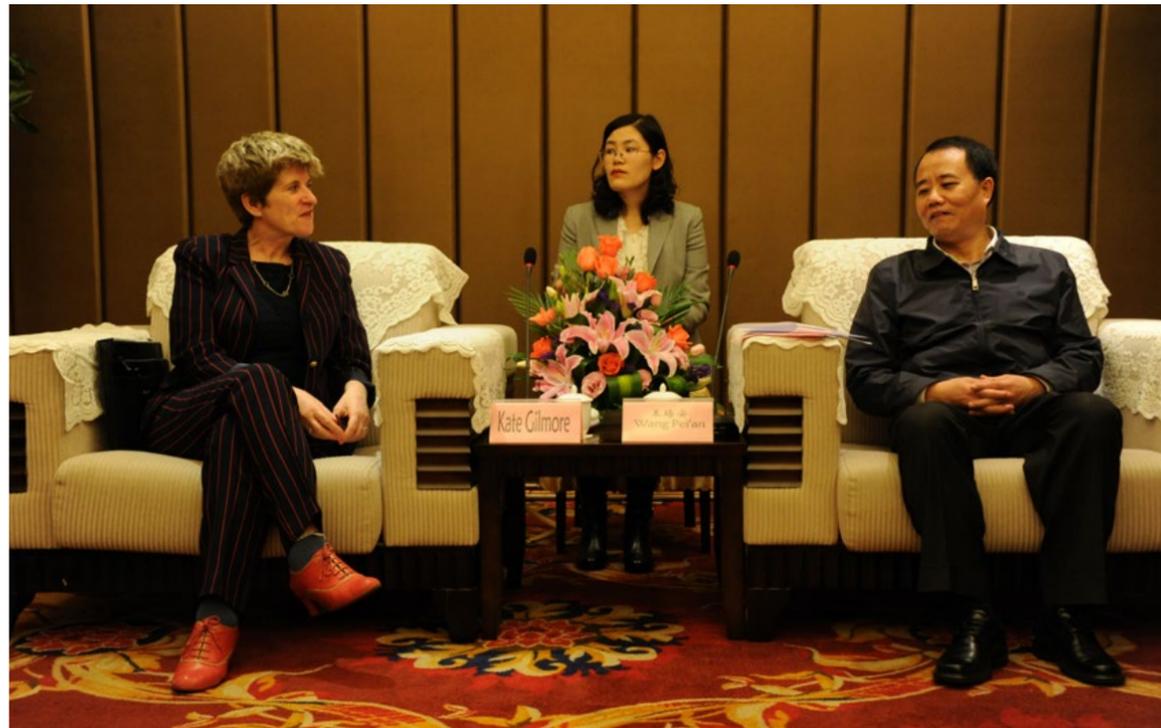
## ► Promoting South-South Cooperation in population and development

During the ICPD Beyond 2014 process, UNFPA and the National Health and Family Planning Commission (NHFPC) jointly convened a “High-Level Consultative Meeting on South-South Cooperation in Population and Development” in Taicang, Jiangsu Province, from 30 November to 1 December 2014.

In her remarks, the Deputy Executive Director of UNFPA, Ms. Kate Gilmore stressed the importance of SSC as a means to realize the ICPD and post-2015 agendas. “The core ambition of the universal agenda to be gifted to us by the incoming Sustainable Development Goals (SDGs) is that

development must leave no one behind. For no one to be left behind, no one can be left out. A truly global agenda demands a genuinely global approach. This demands much greater emphasis on SSC – not only between and among Member States but including with and through the private sector and civil society actors”, she stated.

Attended by over 50 experts from across the world, the meeting was convened to develop recommendations for UNFPA and its partners to take concrete actions in scaling up SSC and broader partnerships to achieve the Framework of Actions for the follow-up to the Programme of Action of the ICPD Beyond 2014. Those included the establishment of platforms for multi-stakeholder dialogue, new modes of engagement with the private sector, as well as improving documentation, monitoring and evaluation of SSC initiatives in population and development.



UNFPA Deputy Executive Director Ms. Kate Gilmore met with Mr. Wang Pei'an, Vice Minister of NHFPC in Taicang

## Communication highlights

In 2014, along with the strengthened advocacy focus on the ICPD global review, UNFPA has made significant progress in the area of communications. Through a combination of channels, such as the website, social media presence, advocacy events, and on-line campaigns jointly

conducted with our partners, UNFPA China reached out to its key stakeholders, including young people, with important messages on priority issues and ICPD related advocacy.

### ► Heightened advocacy on Investing in Youth



Acting for Youth campaign website supported by Xinhua

Investing in Youth was the key focus of advocacy in 2014 as the theme of the World Population Day (WPD) in 2014. On the World Population Day, UNFPA collaborated with its new strategic partner Xinhua News Agency on a 2-month long Acting for Youth Campaign based on Xinhua's web platform Xinhua.net. During the campaign period, Xinhua set up a special website highlighting the importance of investing in young people, and a special interview with Mr. Arie Hoekman, UNFPA Representative to China. The campaign collected over 2,000 photos reflecting different issues concerning young people. UNFPA's other partners also held advocacy events on WPD.

The State of World's Population (SWOP) 2014, titled The Power of 1.8 Billion: Adolescents, Youth and the Transformation of the Future, further enhanced the message of the importance of investing in young people. Following the global launch of SWOP 2014, UNFPA China organized a national launch event in Beijing jointly with its partner Guokr.com, a leading internet company dedicated to promoting innovations led by the young people. The

event served as a platform to emphasize issues facing young people through sharing the global findings from 2014 (SWOP), in-depth analysis of the population trends in China and their

implications for Chinese young people. At the event's Youth Innovation Forum, a number of young people shared their experiences with innovating appealing ways to promote sexual and reproductive health information with support from UNFPA and its partners.

### ► Proactive engagement with media

UNFPA China continued to engage media in a proactive manner. On World Population Day, UNFPA (global) entered a strategic Memorandum of Understanding, Cooperation with China's official Xinhua News Agency to promote ICPD and UNFPA's priority issues, as well as SSC. The new partnership has led to a higher level of support from Xinhua in covering UNFPA's events, and campaigning jointly with UNFPA on youth issues.

The engagement has resulted in positive media coverage on key advocacy events organized by UNFPA China and its partners, including the World Population Day commemorations, the national launches of the 2014 State of World's Midwifery Report and the State of World Population report. The most influential national media organization, China Central Television (CCTV), broadcasted an 8-episode documentary on gender-based violence featuring advocacy support from the UN in China, specifically UNFPA's leading role in gathering GBV related data and the campaign to support male involvement. The Third Forum on Fertility Policy jointly organized by UNFPA and the Population Research Center of Fudan University held by the end of 2014 received extensive coverage on a number of influential media outlets and triggered heated debates on the need to further relax China's fertility policy led by demographers.

In addition to the formalization of the partnership with Xinhua, UNFPA China continued to engage with other media organizations including internet-based media.

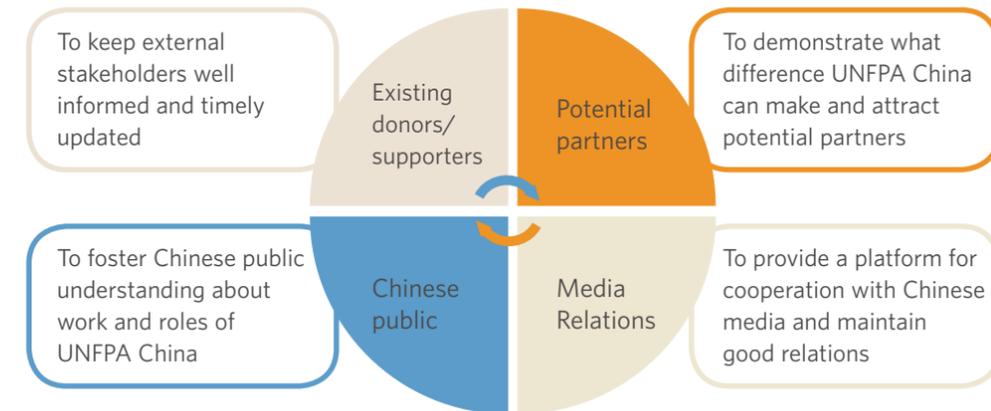


Signing ceremony for UNFPA-Xinhua partnership  
By Guo Tieliu

### ► Launch of UNFPA China's official website

The first official UNFPA China website (unfpa.cn) was formally launched in January 2014. The website serves as a platform to inform key stakeholders

about UNFPA's work so that they may partner and support UNFPA's work in China.



### ► Successful launch of UNFPA China's social media presence

Following careful planning and internal training, UNFPA China launched its social media presence on the most influential social media platform Weibo in April 2014. A number of social media initiatives

have evolved into social media campaigns with high visibility on the sub-sites of relevant interactive Weibo topics hosted by UNFPA.

**On youth**  
the most actively discussed topic on UNFPA's Weibo  
#play safe@ world cup#  
22 million

**On gender**  
#Be the One Be Orange# 35 million hits and collected numerous personal pledges to non-violence against women

**On ageing**  
#Healthy and Happy Ageing#  
5.8 million hits

**General**  
#World Population Day#  
13 million hits

## ▶ Partnering with the private sector on youth innovation and participation

In order to promote cutting-edge knowledge and youth participation in the areas of population and development, health including sexual and reproductive health, and gender equality, UNFPA and Guokr.com, a private sector partner, set up the UNFPA MOOC Scholarship Programme to promote relevant Massive Open Online Courses (known as MOOC) courses to young learners. More importantly, the

Scholarship encourages learners to retransmit the essence of their learning to other young people through innovative means. The UNFPA MOOC Scholarship has proven to be a smart investment that inspired youth participation and innovation among the MOOC learners. By the end of 2014, the UNFPA MOOC Scholarship topic on Weibo received 260 million hits since its launch in July. The Scholarship has generated a wide range of products, including sets of cartoons on girls' health issues, videos on gender, series of talks on sexuality issues and toolkits on learning based on mobile phones and computers.

UNFPA-MOOC Scholarship jointly initiated with Guokr.com



## ▶ Key publications and advocacy materials developed in 2014



## Management highlights

### ► Ensuring financial accountability and results-based programme delivery

UNFPA attaches great importance to accountability. Annual training on the financial and programme management as well as operational issues was provided to relevant staff of the Implementing Partner Institutions (IPs). In addition, UNFPA applies a rigorous mechanism to ensure financial accountability, including bi-annual National Coordination Committee meetings, bilateral meetings with partners on a quarterly basis, regular spot checks and internal review of monthly

financial accountability checklists, as well as external independent auditors.

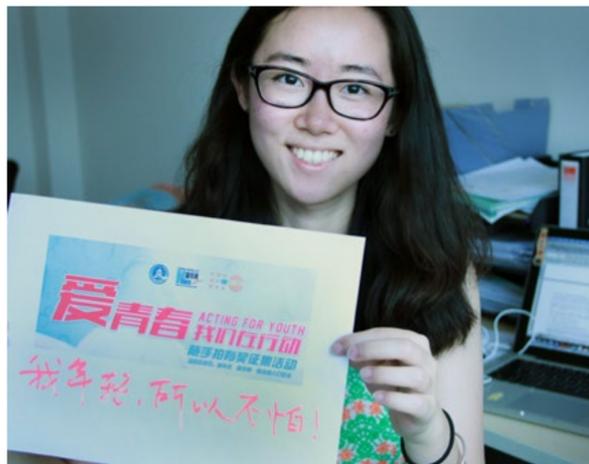
As a result of committed efforts to ensure sound programme and financial management, all national Implementing Partners (IPs) received “unqualified” audit opinions during the audit of projects executed by them. The audit was conducted by an international audit firm in March 2015. This annual audit was the fourth in a row that was unqualified, confirming once again that UNFPA resources have been managed in accordance with relevant financial regulations and rules and in line with International Public Sector Accounting Standards (IPSAS).

### ► Human Resources: Transitioning to the eighth country programme 2016-2020

The first skills and training needs assessment among UNFPA staff was conducted in 2014. A number of high quality consultants were hired to enhance the staff capacity in sexual and reproductive health and youth programme management. Training was also provided on the new guidelines for the preparation of the new country programme.

In addition, in 2014 the UNFPA office increased the number of interns considerably, thereby providing talented national and international young people the chance to experience working in an international environment, while at the same time benefiting from their displayed passion and desire to contribute to UNFPA’s mandate. The Country Office also hired its first national UN volunteer in 2014.

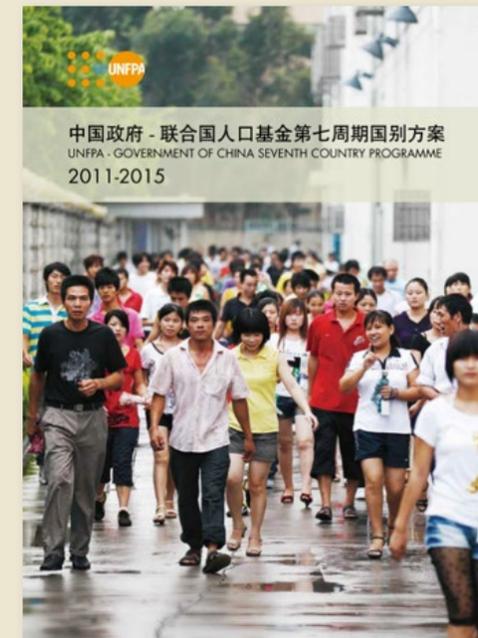
UNFPA interns supporting the Acting for Youth Campaign  
By Zhou Ying



### ► Evaluation of the UNFPA China Seventh Country Programme

In 2014, the UNFPA Seventh Country Programme (CP7) in China was evaluated by a team of external evaluators in the area of reproductive health, population and development, and gender equality. The evaluation independently reviewed programme achievements and lessons learned, as well as UNFPA’s ability to respond to the changing context. The team reviewed relevant documents and reports, conducted interviews with partners at national and sub-national levels and beneficiaries, and visited 10 project sites in nine

CP7-supported provinces of China. Based on the triangulation of collected data and information, the evaluation team developed a comprehensive report on the achievements made in the current programme cycle, as well as lessons learned to inform the planning of the next country programme for 2016-2020.



Among the main achievements, the evaluation report highlighted UNFPA’s contribution to strategic thinking on key population and development issues in China; the improved provincial policies and services promoting informed choice; the increased capacity for generating sex-disaggregated socio-demographic data and its use for policymaking; among others. Successful pilots of a multi-sectoral GBV coordination mechanism, as well as community based interventions to revise gender discriminating customary laws, were also recognized.

The evaluation provided forward-looking recommendations for the next country programme, including the need for continued evidence-based advocacy and policy dialogue as well as support to international exchange and South-South Cooperation opportunities, in order to further advance ICPD in China and globally.

## Financial overview

### CP7 financial overview

CP7 provides assistance in two major components: a) Reproductive Health/Family Planning (RH), including HIV/AIDS; and b) Population and Development strategies (PD), including Ageing, Urbanization and Gender. As per the UNFPA Executive Board's decision, the country programme will have a total programme budget of \$22 million

over the 5 years (2011-2015), among which \$2 million is expected to come from co-financing resources. The financial resources projected are almost equally split between the RH and PD components. However, thus far the actual expenses went more to the RH than to the PD component. Programme Coordination and Assistance (PCA) is managed as planned to facilitate overall CP7 implementation. Table 1 provides an overview of the programme budget for 2011-2015 and accumulated expenses over the prior four years.

Table 1 CP7 Projected Programme Resources 2011-2015 and Accumulated Expense 2011-2014 by Component

Currency:US\$ million

	Regular		Co-Financing		Total	
	Planned Budget in CPD (2011-2015)	Accumulated Expense (2011-2014)	Planned Budget in CPD (2011-2015)	Accumulated Expense (2011-2014)	Planned Budget in CPD (2011-2015)	Accumulated Expense (2011-2014)
RH	9.60	8.00	0.50	1.09	10.10	9.09
PD	9.60	6.35	1.50	0.23	11.10	6.58
PCA	0.80	0.60	0.00	0.00	0.80	0.60
<b>Total</b>	<b>20.00</b>	<b>14.95</b>	<b>2.00</b>	<b>1.32</b>	<b>22.00</b>	<b>16.27</b>

Figure 1: CP7 Accumulated Expense by Component 2011-2014

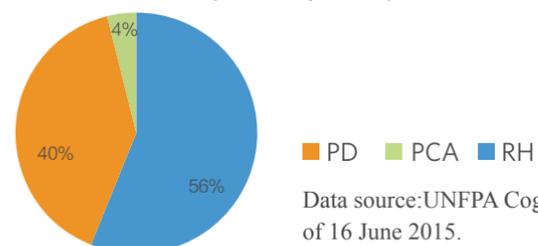


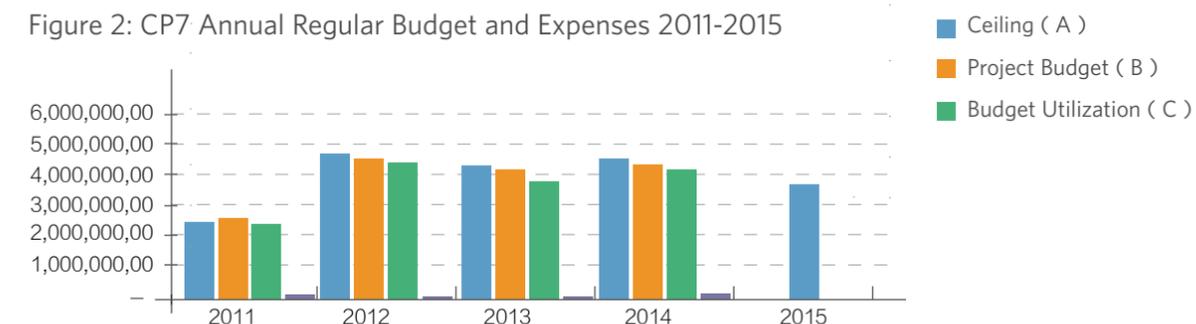
Table 2 and Table 3 below show the total yearly programme budgets and expenses under regular funding and co-financing respectively. The allocations in 2011 were lower than average given that the Country Programme was approved late in that year. High implementation rates over the period 2011-2014 have been achieved.

Table 2 CP7 Annual Regular Budget and Expense Report for 2011-2015

Currency:US\$

Project Year	Ceiling (A)	Project Budget (B)	Budget Utilization (C)	Project Budget Remaining (D)	Implementation (C/A)
2011	2,500,000	2,500,049	2,383,109	116,940	95%
2012	4,795,921	4,615,442	4,541,120	74,322	95%
2013	4,260,981	4,061,723	3,987,006	74,717	94%
2014	4,300,000	4,156,426	4,038,386	118,040	94%
2015	3,850,000	-	-	-	-
<b>Total</b>	<b>19,706,902</b>	<b>15,333,640</b>	<b>14,949,620</b>	<b>384,019</b>	<b>-</b>

Figure 2: CP7 Annual Regular Budget and Expenses 2011-2015



Data source: UNFPA Cognos Project Monitoring Report as of 16 June 2015.

Table 3 CP7 Annual Co-Financing Budget and Expense Report for 2011-2015

Currency:US\$

Project Year	Project Budget	Expenses	Project Budget Remaining	Implementation Rate
2011	662,347	583,461	78,886	88%
2012	420,078	351,152	68,926	84%
2013	222,135	220,466	1,669	99%
2014	191,779	174,651	17,128	91%
2015	182,394	-	-	-
<b>Total</b>	<b>1,678,732</b>	<b>1,329,730</b>	<b>166,609</b>	<b>-</b>

Data source: UNFPA Cognos Project Monitoring Report as of 16 June 2015.

Apart from the total programme budget, the Institutional Budget (IB) is another financial resource factor which comprises of representation and coordination, development

effectiveness, and management costs including security, human resources and other operational costs.

### 2014 Financial Overview

The total fund allocation (Institutional Budget, regular programme resources and extra budgetary resources) for 2014 was US\$5.69 million and the total expense was US\$5.38 million. The implementation rate was kept high across the different funding sources.

Unqualified audit opinion given by independent auditors for the four prior consecutive years gives an indication of sound financial management under national execution.

Table 4 Summary of Resources Allocations and Expenses 2014

Currency:US\$

	Ceiling	Expense	Balance	%Spent
Regular Resources	4,300,000	4,038,386	261,614	94%
Co-Financing	191,779	174,651	17,128	91%
Institutional Budget	1,195,238	1,167,481	27,757	98%
<b>Total</b>	<b>5,687,017</b>	<b>5,380,518</b>	<b>306,499</b>	<b>95%</b>

Data source: UNFPA Cognos Project Monitoring Report as of 16 June 2015.

## Financial Assistance under Regular Resources by Programme Area

Under the new Global Strategic Plan of UNFPA 2014-2017, four outcome areas have been identified: RH, PD, Gender and Youth. Analysing the financial resources flow in 2014 according to

these areas, excluding programme coordination costs, the RH component has by far the highest level of budget at 46%. The PD makes up 31% of the total programme resources, while Gender and Youth take approximate of 12% and 10% respectively.

Table 5 Summary of Regular Resources Allocation/Expense by Programme Areas 2014

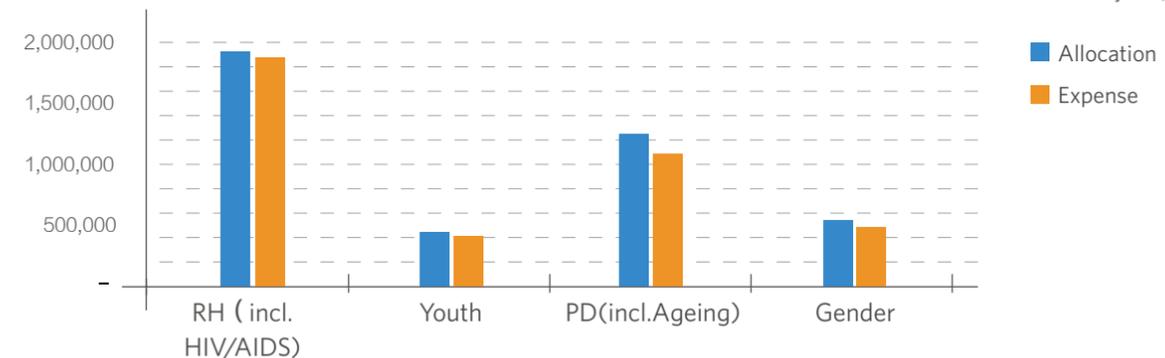
Currency:US\$

Programme Areas	Allocation	Expense	Balance	%Spent
RH(incl.HIV/AIDS)	1,839,539	1,807,473	32,066	98%
Youth	415,444	401,549	13,895	97%
PD(incl.Ageing)	1,225,707	1,177,568	48,139	96%
Gender	481,306	466,781	14,525	97%
<b>Total</b>	<b>3,961,996</b>	<b>3,853,371</b>	<b>108,625</b>	<b>97%</b>

Data source:UNFPA Cognos Project Monitoring Report as of 16 June 2015.

Figure 3: Regular Resources Allocation/Expense by Programme Areas 2014

Currency:US\$



Data source:UNFPA Cognos Project Monitoring Report as of 16 June 2015.

## Co-financing Resources

For CP7, US\$ 2 million was planned to come through co-financing modalities. By 2014, with support of a cross border programme with Mongolia, financed by the Luxembourg and regional support funds for HIV/AIDS, the Country

Office has thus far been able to mobilise approximately US\$1.5 million, 75% of the total target. In 2014, a total of US\$ 191,779 was allocated from co-financing resources, most of which were spent mainly on HIV/STI prevention among key affected populations. For 2015, a total of 182,394US\$ of extra budgetary resources has thus far been allocated.

## The Government Voluntary Contribution

The Chinese Government's annual contribution in 2014 to UNFPA was US\$1.265 million, of which \$

1.2 million went to UNFPA Global Resources and the remainder was in support to the operations of the UNFPA China Office.

UNFPA, the United Nations Population Fund, works to  
deliver a world where

every pregnancy is wanted,  
every childbirth is safe and  
every young person's potential is fulfilled.

**UNFPA-Because everyone counts.**



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