



Save the Children
in China

2014 Annual Review

2014 • Snapshot

12

In 2014, Save the Children worked in 12 provinces (autonomous regions and municipalities) in Mainland China, including Shaanxi and Jiangsu provinces for the first time.

1.09 MILLION

In 2014, Save the Children helped 1,090,752 children and 1,546,826 adults in China.

10 MILLION

In 2014, our media and public campaign work reached an audience of more than 10 million.

75%

In 2014, over 75% of our projects were able to evidence the three principles of child participation (e.g. "Participation is safe," "Participation is voluntary," and "Participation is inclusive.").



Cover A girl in the ECCD centre in Mojiang County, Yunnan Province. Photo credit: Liu Chunhua
1 In June 2014, Yumiao Elementary School, a private school in Shanghai, organised family-school cooperation activities. Grade Two students and their parents were singing an English song. Photo credit: Wei Zehua
2 In September 2014, children living with and without disabilities attended classes in Chongning School in Pi County in Chengdu City, Sichuan Province. Photo credit: Luo Liqian

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In November 2014, a mother brought her child to see the doctor in the village clinic in Qigelike Village, Sayibage Township, Moyu County, Xinjiang. Save the Children implemented the "Integrated Management of Childhood Illnesses" Project in Moyu County in order to build the capacity of grassroots health workers in diagnosing and treating common childhood diseases. Photo credit: Nurmamat Nurjan

Save the Children is the world's leading independent organisation for children

Our vision

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

Our mission

To inspire breakthroughs in the way the world treats children, and to achieve immediate and lasting change in their lives

Our values

Accountability, Ambition, Collaboration, Creativity and Integrity

Stories for 2014

When I look back on 2014, I remember the children I met and their stories... Children in village clinics, in rural schools, at their homes, in activity centres: each child a bundle of unique experiences, feelings and potential.

I joined a village doctor on his visit to a family in rural Sichuan. He'd been working with us to develop a mobile phone app to improve tracking of childhood vaccinations. We met with the grandparents who were looking after three children. The little six-year-old was 'oh-so-grown-up', showing us how she could rock her baby sister to sleep. But when we were preparing to leave, she started to misbehave, shouting and stamping her feet. I dropped back and asked her, "Did you want to show me some of your drawings?" She put her school bag over her head and whispered, "Yes... granny and granddad don't have much time to look at my school book... but I really would like to show it to you." A reminder of how tough it can be growing up without your mum or dad by your side, even if your vaccination booklet is up to date.

Then at the other end of the scale there was 18-year-old Mamataili who, with our support, established a Young Entrepreneurs' Club in Xinjiang – a programme to protect vulnerable youth who might end up on the streets. He talked proudly about the time he was invited onto a TV programme, when a local entrepreneur challenged him to think of a way to market their latest sauce. His off-the-cuff idea about hungry chickens was then turned into a real advert, broadcasted locally. His story is a reminder of just how much children will give back if you trust them to take responsibility. Together we can equip young people with the life skills they need, not just to protect themselves but also, to develop in ways we may have never expected.

And then there was the quiet boy with autism, sitting in a Sichuan classroom whose teacher was gently and thoughtfully bringing him into the lessons. Working within our inclusive education project, the teacher was masterful in getting the other children to be his champions, and through the process of helping and teaching him, they themselves were also learning and developing – a great reminder that inclusion benefits us all.

There are many more stories, but let me share just one more memory with a picture of these mischief-makers I met, who are benefitting from our "community-based preschool services." They reminded me that laughter is perhaps the most undervalued source of energy.

As I look towards 2015, which will be the 20th year since we've been registered in China, I hope to honour all the amazing children who've given me these special stories by continuing to promote our work to support China's vulnerable children – including children who've been left behind in the countryside, migrant children in big cities, children needing life skills to navigate into employment, and newborns needing quality health services to get the best start in life.

As each year is, 2014 was a busy one. When you read this review, I hope you'll see that Save the Children's staff have worked hard to deepen the impact of our work, improve our ability to quantify results, and improve our partnerships to bring about sustainable impact at scale. We've also experimented with new ways of raising awareness on some of the key challenges that China's vulnerable children face.

I would like to take this opportunity to thank all our generous donors, our committed partners, and of course, to thank our very special staff. I am privileged to have this opportunity to work with you all.



In September 2014, Pia MacRae met a group of lovely and smiling "naughty children" at the activity corner for migrant children in Panjin Village, Panjin Township, Yining City, Xinjiang. Photo credit: Nurmamat Nurjan

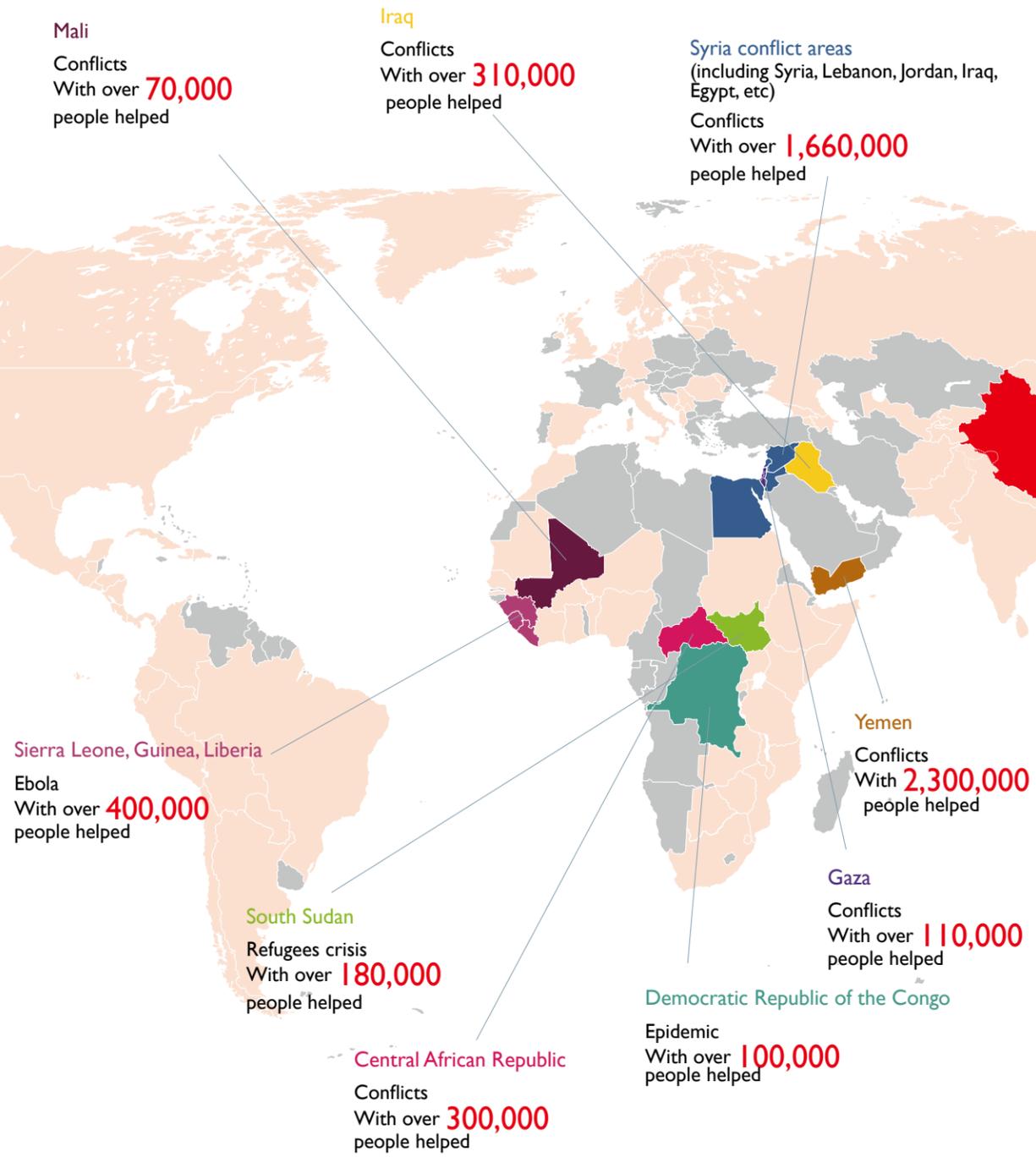
Pia MacRae

Pia MacRae
Country Director
Save the Children China Programme

In the world and in China

Where children are in need, there are Save the Children's staff members. In 2014, we worked with the governments, private sectors, organisations, ordinary citizens, to promote children's health, education, protection and the improvement of Child Rights Governance. We also responded to 48 humanitarian crisis including the Ebola and Syria crisis.

Where we worked in China in 2014:



China
Ludian Earthquake
With over **70,000** people helped

Philippines
Typhoon Haiyan
With over **770,000** people helped

- Sichuan Province:**
- Improve the Immunisation Quality for Children in rural areas
 - Early Childhood Care and Development
 - Inclusive Education
 - Child-centred Disaster Risk Reduction
 - Support to quake-hit areas in Ya'an
 - Social Protection of Minors

- Gansu Province:**
- Support to quake-hit areas in Min County

- Xinjiang Uyghur Autonomous Region:**
- Integrated Management of Childhood Illnesses
 - Early Childhood Care and Development
 - Promotion of the Basic Education in rural areas
 - Inclusive Education
 - Promote Children's Life Skills

- Tibet Autonomous Region:**
- Newborn Health
 - Early Childhood Care and Development
 - Promotion of Basic Education
 - Promotion of School Health and Nutrition

- Yunnan Province:**
- Integrated Management of Childhood Illnesses
 - Early Childhood Care and Development
 - Promotion of Basic Education and School Health Nutrition in rural areas
 - Inclusive Education
 - Vocational Education for Rural Children and Youth
 - Social Protection of Minors
 - Judicial Protection of Juvenile
 - Support to quake-hit areas in Ludian

- Hubei Province & Guizhou Province:**
- Social Protection of Minors

- Guangdong Province:**
- Promotion of School Health and Nutrition for Migrant Children
 - Vocational Education for Migrant Youths

- Jiangsu Province:**
- Social Protection of Minors
 - Judicial Protection of Juvenile



Note: the above map shows some of Save the Children's humanitarian response in 2014.

Saving Children's Lives

HEALTH
ENSURING EVERY CHILD HAS THE RIGHT TO HEALTH AND SURVIVAL

-  PREVENTING NEWBORN DEATHS
-  EVERY CHILD HAS ACCESS TO HEALTHCARE
-  EVERY CHILD RECEIVES THE VACCINES THEY NEED
-  EVERY CHILD HAS THE NUTRITION THEY NEED TO SURVIVE AND THRIVE

On December 3, 2014, 19-year-old Tashi gave birth to her first child, Sonam, in Nagchu Prefecture People's Hospital, Tibet Autonomous Region. The delivery was difficult, and Tashi's amniotic fluid became contaminated in the process. This caused Sonam's limbs and lungs to become weak leaving him in critical condition. Dr. Pendron, the director of the Pediatrics Department, immediately intervened by applying an airbag and facemask to supply air to the newborn baby – a method she learnt from the "Helping Babies Breathe" (HBB) training organised by Save the Children. Sonam is one of 30 babies that Save the Children trained doctors have saved since we introduced HBB to China.

Lu Zhenyu and her family live in a small, remote village in Xiaba County located in the Dazhou Prefecture of Sichuan Province. Due to an illness, Lu Zhenyu's daughter missed one of her scheduled vaccinations, putting her at risk of a preventable disease. Using a proprietary mobile immunisation tracking application (developed by Save the Children), village doctor Qi was able to identify that a vaccination had been missed and visited Lu Zhenyu's home to inform her of the importance of preventative vaccinations. Now, Lu Zhenyu receives regular SMS messages reminding her of her daughter's vaccination schedule. "SMS reminders are very convenient," said Lu Zhenyu. This mobile vaccination system is yet another way that Save the Children is overcoming physical and knowledge barriers to ensure that all children have access to quality healthcare.

In 2014, Save the Children continued to build the expertise and capacity of grassroots health workers in rural and ethnic minority areas in China. The goal is to reduce the mortality rate among children under five, by focusing on the management of birth asphyxia and common childhood diseases.

Tibet has the highest mortality rate among children under five in China. Save the Children has built the capacity of health workers in Nagchu County and Nyirong County to manage birth asphyxia, the leading cause of death among newborns in the area, using our "training of trainers" (TOT) approach. In May, six key doctors, who had been trained by Save the Children, held three training workshops of their own to train an additional 35 county and township level doctors on the "Helping Babies Breathe" (HBB) curriculum. Using their newfound knowledge and skills, these grassroots health workers were able to successfully save the lives of 30 newborns. In April and May, experts from Lhasa Maternal Child Health Hospital were invited to hold two TOT workshops for 63 key village doctors in the two counties. Subsequently, these key village doctors held a variety of step-by-step training workshops for local village doctors, village heads and representatives of village women's federations. We use our TOT approach to equip local health workers with the tools to share their knowledge with their peers, resulting in the broader dissemination and application of life-saving health interventions.

In Yunnan, we continued implementing the Integrated Management of Childhood Illnesses (IMCI) project in Cangyuan County, which aims to build the capacity of local health workers in diagnosing and treating common diseases in children under



1

five. In March, we expanded the IMCI project to 180,000 people in 11 townships across Cangyuan County, covering over 40,000 children. Based on best practices originating from previous projects, we were able to train 19 trainers and enhance the quality of diagnosis and treatment services provided by village doctors. Furthermore, we helped to establish Cangyuan County's IMCI Training Centre, equipping township and village hospitals with basic but essential medical facilities; we also equipped 74 village clinics with standardised bulletin boards to communicate critical health information.

Beginning in January 2014, we expanded our IMCI project to Moyu County in Hotan Prefecture (Xinjiang). In order to maximize impact in a unique cultural context, we translated all training materials into the local Uyghur language. We then selected 10 health workers for our TOT scheme, and successfully enhanced their ability to monitor the performance of 39 township and village health workers. We also equipped 65 health facilities in the county with essential equipment to diagnose and treat common childhood illnesses, such as pneumonia and diarrhea.

Meanwhile, we proactively used new technology to improve the tracking and management of immunisations, as well as the dissemination of critical knowledge about infant nutrition. In Sichuan, we supported the development of a proprietary immunisation tracking and management system. After a small-scale trial run, the system was rolled out in 106 townships across Xuanhan County and Wanyuan County, Dazhou Prefecture in July. Following several rounds of testing, feedback, and modification, the system was formally put into place in December, covering 100,000 children across the two counties.

Based on WHO guidelines for infant feeding, we cooperated with the Capital Institute of Pediatrics in developing a mobile application to provide feeding and physical development recommendations for migrant families with children under two years of age. This mobile application will be further optimised and then given to migrant families free of charge.

Meanwhile, we cooperated with the China Development Research Foundation to support Sichuan Province's Hongya County Education Bureau in providing child nutrition packages and nutritious biscuits to all kindergartens in the county, reaching about 6,000 children, resulting in reduced rates of anemia.

In order to create long-lasting change in the lives of children, we also conducted a variety of community advocacy and public health education initiatives to raise public awareness about child health. In September, we held three training workshops in Cangyuan County, Yunnan for approximately 100 community health promoters. In addition to training health workers, we trained female village leaders to share Maternal Child Health (MCH) knowledge with women of childbearing age in Nagchu prefecture, Tibet. By empowering community leaders with essential health information, we have improved information sharing across the vast plateau pastoral areas of Tibet.



2



3

Page 6 1 In July 2014, before World Breastfeeding Week, Save the Children organised publicity campaigns for breastfeeding in Nagchu County and Nyainrong County, Nagchu Prefecture, Tibet. A young mother was participating in the event together with her child. Photo credit: Zhao Fengsheng

Page 7 2 In August 2014, Save the Children staff members were measuring height and weight of children in Banhong Village, Banhong Township, Cangyuan County, Yunnan Province to monitor their growth. Photo credit: Wang Ying

3 In December 2014, Doctor Turdiahmat was giving water to a sick child in Manglai Township Health Centre in Moyu County, Xinjiang to assess whether the child was dehydrated or not. Photo credit: Nurmat Nurjan

Education

EDUCATION
ENSURING VULNERABLE CHILDREN AND YOUNG ADULTS AGED 0-24 YEARS HAVE ACCESS TO QUALITY AND RELEVANT EDUCATION

-  PROMOTING EARLY CHILDHOOD CARE AND DEVELOPMENT
-  IMPROVING ACCESS TO QUALITY BASIC EDUCATION
-  EMPOWERING YOUTH TO SUCCEED WITH CRUCIAL LIFE SKILLS AND VOCATIONAL SKILLS

Providing Childhood Care and Development to China's Youngest

Six-year-old Lijiao is from Renli Village, Lianzhu Town, Mojiang County, Yunnan Province. Since many young adults in the village migrate to urban areas to find work, leaving elders and children behind, Lijiao is living with her grandparents. The long distance between the village and township kindergarten hindered access to early childhood care for Lijiao and many other children like her. With the opening of the early childhood care and development centre (ECCD) set up by Save the Children, the usually shy Lijiao has been enjoying playing at the centre every weekend, under the supervision of volunteer villagers. In the centre, her "Tiny Umbrella" and "Little Fish in the Pool" paintings are posted on the wall and she also met her best friend Yuying. By the Spring Festival of 2014, a more extrovert Lijiao made a new year wish: "I want to draw all the time and get beautiful clothes to dance."

Purpu Tsering, also six-years-old, is from Panam Village, Tagtse County, Lhasa City, Tibet. He has a four-year-old brother and deaf-mute parents. Although the two brothers are healthy, their parents feared their children would be bullied and never sent them to any kindergarten nor did they participate in any parent-child activities in the village. In November 2014, Save the Children staff met the father of Tsering in the Panam Village to identify their concerns and encouraged him to send Tsering to a kindergarten the next day. In later visits, Save the Children staff were informed that Tsering continued to have access to kindergarten. Although Tsering seldom spoke in the kindergarten in the beginning, he has become more active. His parents also started to bring his younger brother Tupten to participate in parent-child activities in the village.

Save the Children has explored locally appropriate models for early childhood development according to the varying needs of different age groups of children in China.

Currently, children aged three years and above can sometimes access kindergartens to receive ECCD services while there are inadequate services available to children aged 0-3 years and their parents. In 2014, we provided ECCD services directly to families with children aged 0-3 years in Xinjiang and Tibet for the first time. We directly contacted and trained key parents along with other carers of young children to acquire skills for good parenting and early childhood development to promote the development of children aged 0-3 years.

In Xinjiang, we cooperated with the Urumqi County Women's Federation, Yining Education Bureau and Women's Federation to hold four training workshops for 93 core families with children aged 0-3 years. These core families, selected from 21 villages, are multi-ethnic groups from Uyghur Kazak, Hui, Han, etc. The scope of training covered child rights, child protection and positive parenting, children's psychological development, child nutrition and health care. Furthermore, we set up mobile activity corners in these villages, guided core families to form family groups and conducted regular parent-child activities for children aged 0-3 years in the villages. The core families also provided home-based guidance and shared good parenting knowledge with other parents in their villages.

In Tibet, we cooperated with Lhasa Education & Sports Bureau and Lhoka Prefecture Education & Sports Bureau to provide ECCD services by leveraging the role of family groups in four villages in two counties of Lhasa City and two townships in Lhoka Prefecture. We continued to strengthen family group leaders and key members of Women's Federations with training, conducting parent-child activities and distributing appropriate toys to children aged 0-3 years. Guidance on relevant parent-child games was translated into Tibetan language to help parents understand the importance of play and how games can be applied in their daily life.

In order to ensure that children above three years old access high quality of ECCD services, we also trained teachers



on good teaching skills and equipped principals with managerial skills in Xinjiang and Tibet project areas. Experts were also invited to observe kindergarten classes and give specific recommendations.

Mojiang County in Yunnan Province is located in a mountainous area with dispersed villages and difficult road access, obstructing children's access to kindergartens. Here, we continued promoting a community-based ECCD service model targeting children aged 0-6 years along with exploring a successful complementary working approach of combining bigger ECCD centres and smaller ECCD sites. In 2014, we worked with Mojiang County Education Bureau to establish three ECCD centres based on our previous experience. Additionally, we set up 16 ECCD sites in remote villages not covered by the centres - ensuring early childhood education access to all children living in remote villages.

Furthermore, we continued to strengthen community volunteers with ECCD training and supported them to become key leaders in these centres/sites. The training was provided to over 120 community early childhood education volunteers and 40 kindergarten teachers in six townships, covering critical topics such as proper nutrition for young children, early child psychological development, parent-child interactions and other fun educative methods. We also provided training to 800 rural parents on family education.

In urban areas, we worked together with the Shijingshan District Education Commission in Beijing to continue improving the capacity of kindergarten teachers to provide effective care to their migrant students. We supported the Commission to develop and distribute the Manual for Good Teaching Cases in Kindergartens to 51 kindergartens, benefiting 1,214 teachers and 12,000 children. We then held thematic training on family education to 230 parents of migrant children, and helped 50 teachers from 13 migrant children kindergartens to participate in lesson observation and thematic discussion in excellent kindergartens. Eight out of these 13 teachers had the opportunity to practice teaching in excellent kindergartens for four weeks.



- Page 8 1 In November 2014, children were playing in Qiangjian Kindergarten, a private kindergarten in Shijingshan District, Beijing. Most children in this kindergarten are migrant children. Save the Children cooperated with Shijingshan District Education Commission in providing training to teachers from several kindergartens for migrant children, including Qiangjian Kindergarten, to provide better care and education for children. Photo credit: Chi Han
- Page 9 2 In March 2014, children were playing in a kindergarten in Panjin Township, Yining City, Xinjiang. Photo credit: Bostangul
- 3 In November 2014, children below one year old were playing games, such as "Bowling" and "Snowflakes", with the company of their parents in Panam Village, Tagtse County, Tibet. These games could improve their finger dexterity and eye-hand coordination. Photo credit: Drolma Tsering



Boosting Basic Education Development and School Health Promotion

Wu Qing is the teacher of Class Four, Grade One in Yumiao Elementary School, a privately run migrant school in Minhang district of Shanghai. In 2014, the school started to pilot a family-school cooperation mechanism. Fondly remembering the first English class, she said: "This was the first opportunity parents ever had to enter an English class and learn alongside their children. Though they were shy at first, they were excited to perform English songs with their children!"

In 2014, teachers in Beijing Shu Ren Elementary School gave health lessons via theatrical performances for the first time. He Zhanqin, vice principal of the school, said: "When we teach through drama, the students have a more active role in lessons. In this way, students can remember what they learn more easily."

In 2014, Save the Children cooperated with education departments at various levels to provide effective on-the-job training for teachers in rural areas and urban migrant schools along with strengthening health promotion in schools.

We continued collaborating with the Chaoyang Branch of Beijing Institute of Education to provide basic and participatory teaching skills training to 400 teachers from privately run migrant schools. With the support of the Minhang District Education Bureau in Shanghai, we liaised with the Institute of Schooling Reform and Development at East China Normal University and Shanghai Li Yingning Theatre Workshop to provide training for migrant school teachers, integrating methods of educational drama into classroom teaching. We also explored an effective cooperation mechanism that encourages parents to participate in class observation, teaching research, parent-child homework and school management so as to establish a link between family education and school education.

Furthermore, we worked with the Education Department of the Tibetan Autonomous Region in continuing the "12-step" on-the-job training appropriate to frontline teachers in nine counties in Lhoka and Nagchu Prefectures and supported an establishment of human resource database for trainers. While we continued to spread the "Action Research" teaching model in three counties of Lhasa City's, we also launched a new project to improve the teaching skills of elementary school teachers, which also focuses on improving the life skills of children for the first time in Hotan City and Korla City, Xinjiang for the first time.

The school setting is key in helping children form healthy habits. Therefore, we cooperated with the education bureaus in Beijing, Shanghai and Guangzhou to help 34 elementary schools improve sanitation facilities. Efforts were also made to develop a school emergency service system to help girls with their menstrual periods and provide multiple interactive teaching methods as well as thematic teaching plans (e.g. on oral health) to 124 health teachers. We also helped teachers from 14 migrant schools in Shanghai acquire methods of conducting psychological interventions via artistic activities and carried out oral and visual examinations for over 5,500 students. Finally, we conducted a research on the "Implementation and Development of National Health Education Policies", equipped five Tibetan rural elementary schools in Shentsa County with sanitary fittings and held child health care training for teachers and cooks.

Let Children with Disabilities Enter Mainstream Schools

Yihan is a 15-year-old Grade Five student in Chongning Elementary School, Pi County, Sichuan. She was born with cerebral palsy – a disorder that affects her motor and communication skills. Now Yihan plays with other students and also attends some school activities. Yihan's mother said: "I could not imagine such a friendly environment. I never let her participate in any physical exercise before because I was afraid she would get hurt." Yihan's success is attributed to great efforts from many people such as Xue Shenggang, the school's resource teacher, who designed an Individualized Education Plan (IEP) for Yihan, and worked with her teachers to coordinate the IEP's implementation. Yuan Hongmei, director of the county special education resource center also arranged for Yihan's classroom to be moved from the fourth to the first floor.

In 2014, the special education resource centres in seven counties of Yunnan, Sichuan and Xinjiang, supported by Save the Children, gradually came into service. These resource centres effectively link mainstream schools and special education schools together, while supporting implementation of inclusive education in the mainstream schools. We invited experts from the Perkins School for the Blind (United States) to hold three training workshops for a total of 40 teachers from these resource centres to improve their teaching capacity. After the training, these teachers provided inclusive education training and monitoring to over 4,500 teachers from the mainstream schools.

Meanwhile, we supported four normal colleges to develop eight courses related to inclusive education and integrate these courses into the curriculum of the normal college students.

We also supported mainstream schools to build friendly and inclusive campus. We provided training workshops to teachers and principals and organised several cultural and sports activities to promote interaction between children living with and without disabilities.

We also worked on raising parents' awareness on the rights to education for children with disabilities. From June to August, in order to raise awareness of inclusive education among parents, we supported education bureaus in four counties of Yunnan to cooperate with local disabled persons' federations, civil affairs bureaus and community neighborhood committees in distributing communications materials and providing home-based guidance. In Xinjiang, we established and supported local "Parents' Committee" to eliminate the fears and concerns of parents on the access of their disabled children to mainstream schools. As a result, the enrollment rate for children with disabilities in three mainstream schools rose.

Since its launch in July 2012, a total of 128,285 children in the compulsory education system benefited from Save the Children's inclusive education initiative, including 1,669 children with disabilities.

- Page 10
- 1 In May 2014, the "Action Research" working group conducted oral tests for students in Bangdai Elementary School, Tagtse County, Lhasa City, Tibet. Photo credit: Anette Rasmussen
 - 2 In November 2014, students in Taijing School, a private school in Shijingshan District, Beijing, drew decorative pictures on the wall beside hand washing sinks. Save the Children supported the school to reconstruct hand-washing sinks and equip the infirmary with necessary devices. Photo credit: Bao Fan
- Page 11
- 1 In June 2014, Save the Children organised a large-scale artistic performance with the theme of "Inclusive Education Links Us Together" in Yining City, Xinjiang. There were over 300 viewers, including officials from Yining Education Bureau and Yining Women's Federation as well as representatives from students, parents, teachers and principals in five mainstream elementary schools and one special education school. Healthy children and children with disabilities both participated in the artistic performance. Photo credit: Nurmamet Nurjan
 - 2 In December 2014, a resource teacher was providing personalised guidance to a child with disability in Dajie Central Complete Elementary School in Jingdong County, Pu'er City, Yunnan Province. Photo credit: Zheng Qilecredit: Drolma Tesing



In October 2014, the No. 19 Elementary School in Yining City, Xinjiang was organising a "Fun Sports Meeting", with the participation of both healthy children and children with disabilities in the school. Photo credit: Nurmanat Nurjan

Helping Youths Acquire Crucial Life and Vocational Skills

Memet Eli, 18, dropped out of high school before graduating. In 2013, he joined the "Young Entrepreneur Club" in Yining, Xinjiang, and participated in "start-your-business" training workshops organised by Save the Children. He stood out during the public Youth Entrepreneurship Competition and won funding support from Save the Children. He finally realised his dream of opening a photo studio, which now makes a monthly net income of RMB 6,000. Memet Eli recruited two young trainees and taught them techniques of wedding photography. He said: "I hope to expand my business and I especially want to help young people from poor families."

In 2014, Save the Children's "Life Skills" Project implemented in the underserved areas of Xinjiang entered its third year. We have been cooperating with the education bureaus and teaching research centers in Urumqi, Hotan and Yining to develop three life skills courses addressing the real needs of children. These life skills courses were promoted in 31 elementary and secondary schools, benefiting over 8,000 children. We also liaised with local Women's Federations in establishing four community youth development centres in providing out-of-school youth training on life and vocational skills as well as support for starting their own businesses. For parents, committees were set up to provide them with training on child rights, child protection and family education so that they can also further influence other families.

We also supported the career development of migrant youth in Beijing, Shanghai and Guangzhou, empowering them with the skills to succeed in their personal and professional lives. In Shanghai, we cooperated with the Shanghai Research Institute of Education Science in developing "soft" vocational skills courses appropriate for students in technical secondary schools/vocational high schools. We trained 17 core teachers on participatory training methods in six vocational schools who in turn trained 2,500 students with confidence building,



communication, decision-making, and job-hunting skills. We also collaborated with the Institute of Vocational & Adult Education of East China Normal University in developing a "Chinese meal service" course and developed an online learning system for migrant youth. We provided 250 migrant youth with training on hard vocational skills, including mold design for the first time.

In Beijing and Guangzhou, we focused our training on out-of-school migrant youth aged 16-25 years with low educational levels and low incomes. We collaborated with numerous grassroots organisations to provide "soft" skills training to over 1,800 migrant youth, covering topics like career choices and planning, job application and interviews.

In 2014, we also started a new vocational education project for rural ethnic minority youth in four regular junior high schools and two vocational high schools in Mojiang Hani Autonomous County and Weishan Yi and Hui Autonomous County in Yunnan Province. We worked to promote the cooperation between regular junior high schools and vocational high schools, so as to boost the development of local vocational education.

Page 13 | 1 In May 2014, Save the Children held a "Development Forum" for out-of-school youths in Xinjiang to improve their capacity in finding jobs and starting businesses. Out-of-school youths were invited to visit a local famous animation production company. Photo credit: Nurmanat Nurjan
2 In October 2014, students of Shanghai Industrial Technical School participated in a training workshop on "soft" vocational skills. Photo credit: Hu Hailong

Child Protection

CHILD PROTECTION
EVERY CHILD IN CHINA THRIVES IN HAPPY,
HEALTHY AND SAFE ENVIRONMENTS

- DEVELOPING A PILOT CHILD PROTECTION SYSTEM MODEL FOR PROTECTING CHILDREN WITHOUT APPROPRIATE CARE AGAINST ABUSE, NEGLECT, EXPLOITATION AND VIOLENCE
- ENSURING EQUAL JUDICIAL PROTECTION AND ACCESS TO PROTECTIVE AND REHABILITATION SERVICES FOR CHILDREN IN CONFLICT WITH THE LAW
- PROMOTING POSITIVE PARENTING

Mao Dan is the head of the Tiangui Community Women's Affairs in Fujia town, Renshou County, Sichuan Province. Prior to her attending Save the Children's training for frontline child protection workers, she did not know much about children's rights and child protection. Two days after returning to the community, when seeing a father's abusive discipline, Mao Dan discussed with him about the need for positive discipline. In addition, she made home visits to raise awareness for people in the community about children's rights to be protected and to live in a safe and friendly environment. She believes she can make a change in local children's lives.

Yega (alias), from Cangyuan County of Yunnan Province, was rescued by the Police and sent back home as a survivor of trafficking. Save the Children empowered Yega to become self-reliant and helped her set up a small shop. Yega actively engaged in an effort to end human trafficking in her community, with a special focus on young women and girls. She distributed brochures developed by Save the Children to raise public awareness among her customers about the risks and consequences of this modern day slavery.

In 2014, Wang Yujun, Director of the Legal Advisory Subcommittee under the Yunnan Province Committee of Caring for the Next Generation, was very busy. The Committee cooperated with the Public Security Department and other government agencies on duplicating good practices of Save the Children's work on Youth Justice to 25 cities/counties/districts in Yunnan Province through a top-down approach. "Juvenile

justice is important. Judicial departments have welcomed it because it helps juvenile delinquents remedy past grievances." said Wang.

In response to high profile cases of child abuse and violence, the Ministry of Civil Affairs (MoCA) and the Ministry of Education stepped up their efforts. As a long standing, effective and highly trusted partner, Save the Children in China was requested to contribute technical expertise and experience to the establishment of a demonstration child protection system by piloting effective interventions and mechanisms that prevent, protect and respond to all forms of abuse and violence against children.

In April 2014, Save the Children signed a MOU with the Social Affairs Department of MoCA to enter a formal partnership to eliminate child abuse and violence by drawing the experience and good practices from the pilot model to inform evidence-based policy making. This switch saw a new approach in setting up a system that was inter-sectoral, right-based and able to protect all children at risk of violence or abuse which did not require a child to fit into a "box" or category. Interventions and approaches from our projects on Positive Parenting, Youth Justice and Child Protection Barefoot Social Workers continued to contribute to this system building effort.

Furthermore, we selected four pilot areas to provide intensive support. Our work focused on capacity building and awareness-raising for both frontline workers and local policy makers, pushing for networking/coordination among government agencies including the civil society sector in addition to building awareness of child protection issues and fostering commitment at the national level to prioritise initiatives and reforms.

Specifically, we trained local and frontline staff on issues including what abuse and violence was, how they could identify or work with other professionals in detecting cases, how they saw their role and what they could do to respond. At the same time, we helped them interpret the international standards and



principles upheld in the Convention on the Rights of the Child in a practical and concrete terms including adopting the child-centred approach or institutional diversion.

In 2014, we continued exploring a community-based approach in working with barefoot social workers for a comprehensive child protection system that prioritised the protection of teenage girls by collaborating with various stake-holders in Cangyuan Wa Autonomous County, Yunnan Province. We supported the county's Working Committee on Children and Women to establish a county-level child protection and anti-trafficking working committee to monitor all children's well-being, provide timely services, and improve capacity for parents and community leaders on child protection and positive parenting.

Discipline and parenting approaches by parents have long-lasting impacts on physical and emotional well-being of children. Given the importance of parenting, we introduced the "Positive Parenting" project to see how we could assist parents and caregivers to foster a healthy child-parents relationship. We conducted a research to better understand traditional parenting practices and root causes of violent disciplines. We adapted and localised the training manual on positive parenting for use with both parents and local staff.

Save the Children has played a significant role in piloting and advocating for critical reforms in child protection, particularly in the area of youth justice over the last 10 years. Our support focused on assisting the judiciary to divert children from the formal justice system into more supportive community-based options, reducing the damaging effects that custodial placement can have on children. A key component was the introduction of the Appropriate Adult across all judicial departments (police, justice, court and procuratorate) to ensure children's rights are respected during police interrogations and proceedings while providing rehabilitation support.

As a result of our support, the Yunnan Province Central Committee for Comprehensive Management of Public Security and the Yunnan Province Committee of Caring for the Next Generation jointly issued an official document to replicate good practices of Save the Children's Youth Justice project to 25 cities/counties/districts in Yunnan. This was the first time a holistic and multi-sectoral approach was adopted followed by Save the Children's capacity building for 130 public prosecutors.



In 2014, we launched a new juvenile justice pilot project in Yanta District, Xi'an City, Shaanxi Province and Jiangyin City in Jiangsu Province to explore the development of an effective model for child protection with a focus on social work service for children. We set up social work organisations and fostered an excellent team of social workers by working with the Criminal Law Scientific Research Centre of the Northwest University of Politics & Law and Jiangyin Youth League in Jiangsu Province. We also held training on social background investigation and responsibilities in interrogations to over 70 appropriate adults and volunteers in Xi'an City and Jiangyin City.

Page 14 1 Child drawing "A photograph of the whole family". Author/Wu Jun
Page 15 2 In July 2014, Save the Children invited volunteers with a speciality in gardening from Southwest Forestry University to organise an activity with the theme of "Our Small Botanic Garden" for children in Kunming Relief Management Station. Save the Children cooperated with Kunming Relief Management Station in refining the service system and process for minors in the station and developing four teaching modules, i.e. code of conduct, law and child protection, self-awareness and communication, and capacity building. This activity was a part of the "capacity building" module. It inspired the enthusiasm of minors in plants, improved their operational capacity and increased their sense of responsibility. Photo credit: Hou Yuting

Disaster Risk Reduction and Humanitarian Relief

DRR/HUMANITARIAN RELIEF
ENSURING CHILDREN'S SPECIFIC NEEDS ARE MET BEFORE, DURING AND AFTER EMERGENCIES

- DELIVERING IMMEDIATE EMERGENCY RELIEF TO CHILDREN AND THEIR FAMILIES
- PROVIDING CHILDREN WITH SAFE AND FRIENDLY SPACES TO PLAY
- HELPING CHILDREN OVERCOME DISTRESS
- RETURNING CHILDREN TO SCHOOL
- ENSURING HEALTHCARE FOR MOTHERS AND YOUNG CHILDREN
- BUILDING RESILIENCE AGAINST FUTURE DISASTERS

In 2014, we continued our work in Boda Township of Yanyuan County, Sichuan Province. We supported the Boda Township Central School to establish a "Kids Club for Disaster Reduction Management" and provided training workshops to 48 child representatives, covering basic concepts of disaster reduction, assessing risks and developing action plans. After the training, members of the Club cooperated with adults to find solutions for the hidden dangers they identified in the school and six other neighboring villages. In the school, for example, members led other students in leveraging the Yi people's unique wall paintings to spread knowledge about disaster reduction. In the neighboring villages, they developed disaster reduction information dissemination plans especially tailored for left-behind elders.

We also raised the adults' awareness on disaster prevention and risk reduction along with improving their skills in this regard. Together with Boda Township Central School and all six administrative villages, the Adult Management Committee for disaster reduction was established. It provided adult representatives with training on disaster reduction as well as on child rights and participation. With our support, the Kid's Club developed a disaster reduction action plan in collaboration with the Adult Management Committee and established a disaster preparedness room in the Boda Township Central School. Efforts were also made to equip teachers with child-friendly teaching methods to raise the interest of children and their enthusiasm in disaster preparedness and risk reduction.

Furthermore, we supported the One Foundation to train 40 social organisations on child-centered disaster preparedness and risk reduction. Together with several organisations, we held the "2014 Public Forum on Disaster Reduction Education" and participated in the 6th Shanghai International Disaster Reduction and Security Exhibition, effectively promoting the child-centered disaster preparedness and reduction concepts to the public.



Strengthening Child-Centred Disaster Preparedness and Reduction

Xiao Guoying is a Grade Five student in Boda Township Central School located in Yanyuan County, Sichuan Province. She is the leader of the school's "Kids Club for Disaster Reduction Management" and generous in sharing her disaster reduction knowledge with everyone. She also proactively invites her club members to search for ways to engage more students in disaster preparedness and reduction. "I think it is important to share such knowledge because others may not otherwise have access to it," said Guoying.

During the Yi People's 2014 New Year's Eve, members of the Kids Club for Disaster Reduction Management already set up information dissemination plans concerning disaster preparedness and reduction according to the actual situations of the neighboring six villages. With Save the Children's support, their presentations on preventing forest fire in Zhuanlou Village, preventing flood and mud-rock flow for low-lying Xigou Village were well recognised and supported by all the villagers. "I really didn't expect that they would be so enthusiastic and with so many good ideas!" said a genuinely surprised Mirida, the director of Xigou Village.



Providing Emergency Relief to Children Affected by Natural Disasters

Zhang Yanping is a Grade Four student who lives in Hongjing Village, Qiaojia County, Zhaotong City, Yunnan Province. Following the earthquake, Yanping's mother had to be hospitalised in Kunming. Yanping missed her terribly and often cried secretly. To console Yanping, volunteers at the Save the Children Child Friendly Space encouraged her to act as the children's teacher for other children after finding out her talent for learning many things quickly. With their support, Yanping and her younger brother formed the "Dream Band" and gave performances for other children. "Recently, Yanping has been coping well with her mother's absence so we are really happy for her," said Xiao Xi, a volunteer in the center.

Throughout the year, Save the Children effectively responded to the earthquake that struck Ludian County in Yunnan on August 3rd, and continued providing post-disaster assistance in Ya'an in Sichuan and Min County in Gansu Province.

We provided emergency material aid to children and their families. After doing a quick and thorough needs assessment in Ludian, we distributed 750 kits for children and 12,000 kits for families in Ludian County and Qiaojia County containing basic necessities such as blankets, raincoats, boots, and electric flashlights.

We set up Child Friendly Spaces (CFS) in disaster areas, enabling children to communicate with peers, have fun and play games in safe and trustworthy settings. With the support of local communities, we established four Child Friendly Spaces in Ludian and Qiaojia Counties after the earthquake occurred. These CFSs proved to be important platforms for child protection and for spreading knowledge about health care, child participation and life skills. We also provided technical support to 65 CFSs, such as Yi Le Yuan child service stations, that are



managed by the One Foundation and other NGOs in Yunnan, Sichuan and Gansu.

We provided timely and effective psychosocial support to children affected by disasters. Following the earthquake in Ludian, we sent mobile psychological assistance teams to visit remote villages outside the Child Friendly Center coverage areas. The teams organised dances, songs, drawings and other activities to help children get over their traumatic experiences. We also collaborated with the Ya'an Institute of Education Science in providing psychosocial support training to teachers in 23 elementary and secondary schools to help them develop sustainable psychosocial support mechanisms. An additional 56 kindergarten teachers received artistic education training and a team of key trainers was trained with the aim of building their capacity for supporting psychological recovery of local children.

Finally, we worked to improve maternal and child health after disasters. We provided counseling and guidance on breastfeeding to mothers in disaster areas hit by Ludian Earthquake. We also liaised with Sichuan Province Maternal Child Health Hospital to train trainers and grassroots health workers on basic breastfeeding skills along with distributing 730 neonatal resource packs to help maintain mothers and very young children stay in good health.

Page 16 | On January 4th, 2014, children in Jipo Village, Boda Township, Yanyuan County, Sichuan Province voted on natural disasters that affected them most in the village committee. Photo credit: Zhong Ping

Page 17 | In August 2014, children in the child friendly centre in Yinchang Village, Ludian County, Yunnan Province were building blocks. This centre was set up by Save the Children following the Ludian Earthquake. Photo credit: Xie Yanjun
2 Following the Ludian Earthquake, Save the Children formed mobile psychological support teams to provide psychosocial support for children in remote villages not covered by child friendly spaces. In this picture, a mobile psychological support team was providing psychosocial support to children in Guangming Village, Longtoushan Town, Ludian County. Photo credit: Fu Jin

Our Voice for Children



Save the Children has been actively exploring locally appropriate and effective approaches to improve child health, education and protection. We have built close partnerships with functional governmental departments to boost policy development and innovative mechanisms at national and local levels that will benefit more children.

Our work in DRR and Emergency Response

Children are the most vulnerable group of people during natural disasters. We have paid particular attention to the special needs of children following disasters and gained extensive experience through great effort in disaster relief over the past years. In January 2015, Chinese President Xi Jinping visited disaster relief and reconstruction in Ludian, Yunnan. He also visited the Child Friendly Space (CFS) jointly established by Save the Children and the local community located in Ganjiazhai, Xiaozhai Township of Ludian County. He had a cordial talk with children and volunteers in the CFS.

In July 2014, we supported One Foundation as a representative of Chinese and Asian NGOs to participate in the Asia-Pacific Regional Consultation organised by the World Humanitarian Summit in Tokyo, Japan. We further cooperated with Save the Children's five country offices in the Asia-Pacific Region to submit policy recommendations to this meeting.

Our work in Child Protection

We have made great progress in boosting the development of a comprehensive child protection system in China. We have cooperated with Chinese Ministry of Civil Affairs (MoCA) to build capacity in relief management and to hold practical training on child protection for many years. Based on these efforts, we have further cooperated with the Social Affairs Department of MoCA to develop an effective model for the social protection of minors focusing on family guardianship intervention.

Sound laws and regulations constitute a solid foundation for the development of a comprehensive child protection system. Save the Children has actively boosted the promulgation of

policies and regulations related to child protection.

Concerning the protection of minors and the transfer of guardianship, we leveraged our good practices and successful experiences to actively participate in the drafting of the Opinions on Several Issues Concerning the Management of Violations by Guardians against Rights and Interests of Minors According to Law jointly launched by the Supreme People's Court, Supreme People's Procuratorate, Chinese Ministry of Public Security and Chinese Ministry of Civil Affairs. We also put forward recommendations and opinions on the "Draft for Discussion" and cooperated with other social organisations, experts and scholars in facilitating the promulgation of the Opinions. To heavily restrict and prevent child trafficking, we actively participated in the development of a monitoring and evaluation framework for the National Action Plan on Combating Trafficking in Human (2013-2020) led by the United Nations Action for Cooperation Against Trafficking in Persons (UN-ACT) and supported its implementation.

In November 2014, the State Council Legislative Affairs Office solicited public opinions on the first Law against Domestic Violence in China. To effectively protect minors from all forms of corporal punishment, domestic violence and to improve the applicability of the Law against Domestic Violence, we cooperated with 17 other public interest organisations in submitting recommendations of the "Draft for Discussion" revisions of the law to the State Council Legislative Affairs Office. These recommendations focused on defining what domestic violence is, prioritizing the protection of minors suffering from domestic violence, dividing responsibilities among relevant departments, referral for relief and protection, legal aid and transfer of guardianship.

At the local level, in September, Yunnan Province Central Committee for Comprehensive Management of Public Security and Yunnan Province Committee of Caring for the Next Generation jointly issued an official document to replicate the good practices of Save the Children in juvenile justice protection to 25 cities/counties/districts in Yunnan Province through a top-down approach.



Our work in Education

To facilitate the implementation of the right of children to education, we supported innovation in education policies by conducting a special research on "How can different stakeholders participate in the construction of a public pre-school education system", which provided evidence for the development of the Pre-School Education Law. We also shared the research findings with the Training and Communication Centre of the National Health and Family Planning Commission, China Development Research Foundation and our other partners. We were also invited to participate in the workshop sponsored by the Chinese Ministry of Education concerning the protection of minors in schools and offered suggestions to enhance the safety and protection of minors in schools.

At the local level, Wuhou District in Chengdu City, Sichuan Province issued several official documents with great contribution from the inclusive education project supported by Save the Children. In Wuhou District, inclusive education was formally incorporated into the annual quality evaluation with clear targets in mainstream schools. Special funds were allocated from local fiscal budget to special education supporting infrastructure improvement, teachers training in mainstream schools and special education schools. Furthermore, guidance was provided to the first 20 mainstream schools in terms of inclusive education. The "Public fund per student" offers supplementary allowance to students with disabilities who are receiving compulsory education. Three counties in Yunnan Province and Pi County in Chengdu City, Sichuan Province, have also promulgated the "Measures for Performance Assessment of Inclusive Education" to detail standards and evaluation methods for inclusive education in local schools. We also cooperated with the Law School of Renmin University to provide 90 officials from 28 provincial education departments training on education for children with disabilities, laying a good foundation for the scale-up of inclusive education across the country.

Our work in Health

Save the Children conducted a series of activities to improve the survival and health of children under five in resource-restricted areas of China. Save the Children's proprietary immunisation tracking and management system, based on a smartphone application, was successfully piloted. The Chinese Center for Disease Control and Prevention (China CDC) also developed an application system appropriate to resource-constrained and scarcely populated areas and plans to replicate the system to Tibet, based on our experience. We developed the Participatory Training Manual for Village Doctors on prophylactic vaccination which was well received by grassroots vaccination workers, and is expected to be further replicated by the China CDC. Save the Children also won the "Outstanding Contribution Award" granted by the Chinese Association for Maternal and Child Health Care in recognition of our efforts in promoting maternal and child health care over the past years.

Contributing to the "Post 2015" Framework

Lastly, we actively participated in the "Post-2015" UN framework discussion, took part in several "Post-2015" working meetings and discussions, and submitted recommendations with opinions, focusing on emphasizing that the new Framework should consider the needs of all economic and social groups. We also supported expert scholars to conduct research on the use of technologies to promote maternal and child health in China.

- Page 18 1 In July 2014, Save the Children held the first training workshop for social workers involved in the protection of community children in cooperation with the Social Affairs Department, Chinese Ministry of Civil Affairs. Photo credit: Zhou Caixiu
- 2 In August 2014, Yunnan Province Central Committee for Comprehensive Management of Public Security and other partners held a meeting on "Yunnan Province Juvenile Justice Programming" to replicate good practices of Save the Children in juridical protection of minors to 25 cities/counties/districts across the province. Photo credit: Liu Yue
- Page 19 3 In November 2014, Save the Children won the "Outstanding Contribution Award" granted by the Chinese Association for Maternal and Child Health Care at the 5th Chinese Development Forum for Maternal and Child Health Care. Photo credit: Jiang Chaocheng

Media and Campaigns

100

Over 100 media placements in 2014

80,000

80,000 people watched our TED-style talks on Inclusive Education online

100,000

We launched the official WeChat account in 2014 and our followers on Weibo reached 100,000 people

10 MILLION

The cartoon entitled "I want to go to school" and videos on positive parenting were broadcasted through the Dadi Cinema, reaching an audience of 10 million viewers.

In 2014, Save the Children focused on publicly advocating for inclusive education, positive discipline and breastfeeding. Our advocacy messages were particularly directed towards parents and parents-to-be, and communicated through various channels including organising events, mainstreaming relevant agendas, developing cartoons and short videos, using social media (Weibo and WeChat), and partnering with celebrities.

In May, we cooperated with NetEase Parent-Child Channel and Beijing One Plus One Disabled Person's Cultural Development Centre to organise a selection of "Good News on Inclusive Education" with the purpose of attracting media's attention towards inclusive education and improving the quality of media reports. Mei Ting, a famous actress, attended the launch meeting in Beijing, and became the first Ambassador of Save the Children for Inclusive Education. At the end of August, we held a TED-style talk in Beijing to share inclusive education stories. We invited a total of eight speakers from Sichuan and Yunnan, including teachers from inclusive education schools, children with disabilities and their parents, media representatives and inclusive education experts. They shared their inclusive education stories with over one hundred people sitting in the audience. The videos of their TED-style talks were then made available to thousands more on NetEase Open Class Channel and NetEase Parent-Child Channel. Before the International Day of Persons with Disabilities (December 3rd), we announced the winning eight Inclusive Education Reports selected by the appraisal committee. At the awards ceremony, the winning media representatives, inclusive education researchers and practitioners discussed how to further garner support for inclusive education in the general public.

We used engaging ways to educate the public on inclusive education by developing an animated film entitled "I want to attend school, too!" Save the Children's Ambassador for Inclusive Education, Mei Ting, further promoted our film in her Weibo and WeChat platforms. We also developed a series of moving short films showcasing the positive impact of access to quality education for children with disabilities

Concerning child health, we continued emphasising the benefits of breastfeeding and disseminating relevant knowledge to parents. We also raised the public's awareness on the International Code of Marketing of Breast-Milk Substitutes, the Administrative Measures for Sale and Management of Breast-Milk Substitutes in



1

China. In April 2014, the Nanfang Weekly published a series of reports on "What is preventing Chinese mothers from breastfeeding their babies?" which attracted much attention. In May, we published the 2014 World's Mothers Report and "Mothers' Index" in China, which was picked up by 20 media outlets. In June, Save the Children was invited to participate in China's first annual Mi Baby Fair for pregnant women, infants and their families. As the only International NGO in the fair, we spread accurate facts about breastfeeding to 30,000 young parents-to-be through a variety of interactive activities to raise public awareness on the importance of breastfeeding for mothers and young children. During the "International Breastfeeding Week" in August, we supported NetEase Parent-Child Channel to conduct an online survey on breastfeeding. Based on the survey results, NetEase Parent-Child Channel developed series of thematic reports in response to three key barriers to breastfeeding which were found to be people's misconceptions, insufficient support from health facilities and illegal marketing of breast-milk substitutes. We also published the survey results and thematic reports in our official WeChat platform. When an earthquake hit Ludian County, Yunnan Province during the "International Breastfeeding Week", we distributed on social media a short video with a message for the public to not donate milk powder blindly in disaster areas.

Meanwhile, we have continued to explore different locally appropriate models of spreading information on Maternal and Child Health to the public. We cooperated with Lhasa Maternal Child Health Hospital in making radio programs concerning the health care of pregnant women, newborns and children. The Tibet Radio Station broadcasted such programs in Tibetan language throughout the year. On "Global Handwashing Day" (October 15th), we set up advertisements in busy subway stations and organised posters exhibition in the business center of Shanghai. We also collaborated with the Moyu County TV Station in broadcasting Uyghur cartoons



3



to promote good hygiene habits among community residents in Moyu, Xinjiang. On the "Dental Hygiene Awareness Day" (September 20th), we organised the "Entertainment Carnival of Love, Teeth and Smile" in Shanghai and Guangzhou which featured a "Mobile Film Exhibition of Love, Teeth and Smile", dental health counseling and other participatory activities. We raised awareness concerning oral care and encouraged the participation of the public, especially for parents and their children.

In 2014, Save the Children launched its Positive Parenting initiative. To help improve parenting skills, we produced and published a series of short films on the theme of positive discipline and encouraged children to tell their feelings to their parents. These films published in WeChat, Youku and other platforms got a very positive response.

With Dadi Cinema's strong support, our animated film "I want to attend school, too!" and a short film advocating positive discipline without corporal punishment were shown in Dadi Cinema affiliated 230 cinemas during movie previews from October to December, reaching a cumulative total of 10 million viewers.

We also encouraged children to speak out. On October 17th, 300 children from Xinjiang and Shanghai participated in Save the Children's global "Race for Survival" event to demonstrate support for frontline health workers that maintain children in good health. In Xinjiang, 47 children with disabilities ran for inclusive education along with their classmates, while in Shanghai, migrant children continued to call for support to frontline health workers.

In 2014, Save the Children continued cooperating with traditional media outlets, resulting in over 100 media reports published. In addition to helping media pay close attention to domestic child issues, we also made a breakthrough in integrating media reports related to some of the Save the Children's international efforts such as our responses to the Syrian conflict, Iraq conflict, the fight against Ebola and the development of a global Post-2015 Agenda.

Page 20 1 Mei Ting, a famous actress and the "Ambassador for Inclusive Education" took a photo together with Wang Junyi, a representative of children with disabilities.

Page 21 2 Snapshot of some Save the Children media coverage in 2014

3 In October 2014, children of Puijiang Wenxin School in Shanghai participated in the annual "Race for Survival" organised by Save the Children to "run" for supporting grassroots health workers. Photo credit: Wei Zehua

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, 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 working with you to create more immediate and long-lasting change in the lives of children across China and the world. *(In alphabetical order)*

Institutions

- Danish International Development Agency
- European Commission
- Embassy of the Kingdom of the Netherlands in China
- The Government of the Hong Kong Special Administrative Region
- United Kingdom Foreign & Commonwealth Office

Foundations

- AmeriCares
- ANESVAD Foundation
- Bill & Melinda Gates Foundation
- Kadoorie Charitable Foundation
- Oak Foundation

Save the Children Members

- Save the Children Australia
- Save the Children Denmark
- Save the Children Hong Kong
- Save the Children International
- Save the Children Italy
- Save the Children Japan
- Save the Children Korea
- Save the Children Netherlands
- Save the Children Sweden
- Save the Children Switzerland
- Save the Children United Kingdom
- Save the Children United States

Individuals

- Damon and Jacquie Hemmerdinger

Corporations

- Accenture
- BASF Foundation
- Bulgari
- Chevron
- Citi Foundation
- Dadi Cinemas
- GSRD Foundation
- Hempel Foundation
- Hewlett-Packard Company Foundation
- Hogan Lovells
- IKEA Foundation
- Mattel Foundation
- Migros-Hilfsfonds
- Procter & Gamble
- Reckitt Benckiser
- Swiss Re Foundation
- Target International Giving Program
- The Arsenal Foundation
- The Boston Consulting Group
- The Unilever Foundation
- The Walt Disney Company
- TOMS
- Twinings
- Wrigley Company Foundation



In September 2014, Reckitt Benckiser organised the "China Challenge" campaign and cooperated with Save the Children in supporting the construction of a clinic in Heling Village, Cangyuan County, Yunnan Province to improve the survival and medical environments for local children. Representatives of Reckitt Benckiser took a group photo in front of the newly constructed clinic. Photo credit: Ge Xiaodong



On May 7th, 2014, the staff of Wrigley Shanghai Factory volunteered in the "Extending Love to Mom on Mother's Day" activity in Zhongxing Elementary School, a private school in Songjiang District, Shanghai, by drawing pictures for mothers together with children and leaving congratulatory messages. Photo credit: Hu Ting

Mr. Lars Bo Larsen is the Deputy Head of Mission of Denmark Embassy. He paid a visit to Yining City, Xinjiang in October 2014, to attend the closing meeting of the "From child to citizen" project and talked with local children and youths representatives. He said:

"How to help children grow up into citizens is a common topic all over the world. I have been inspired by the positive changes of the children in Xinjiang. I hope the Denmark government continues to support such projects in the future."

Ronald Li is the China Programme Manager for Kadoorie Charitable Foundation. In October 2014 he visited the early childhood care and development project in Xinjiang, witnessing the impact of Save the Children's work. He said:

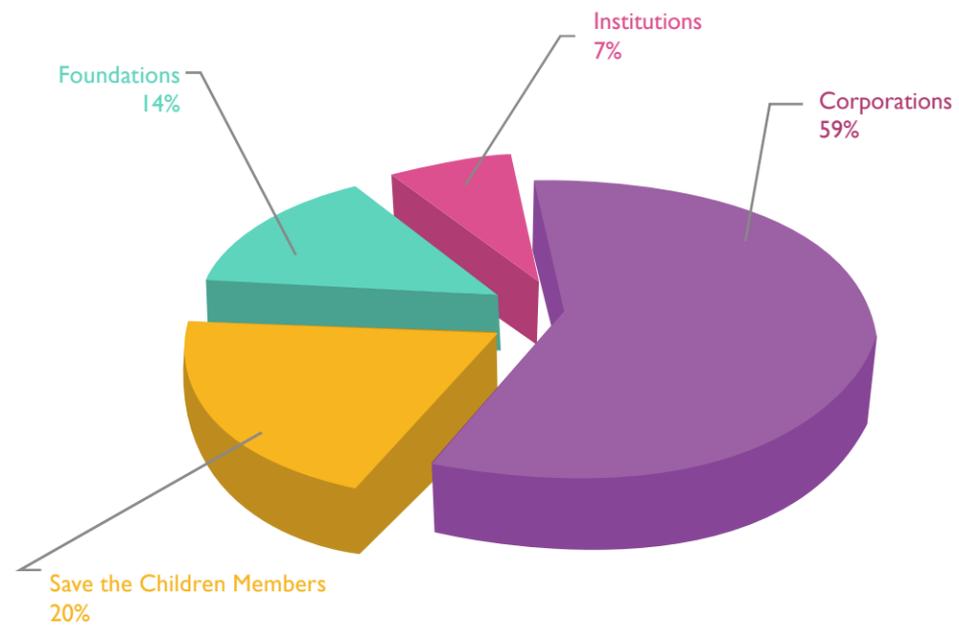
"We at Kadoorie feel very privileged to be involved in a small way in this very worthwhile project in Xinjiang and Tibet. I was impressed by the transformation of these young mothers that I saw in Xinjiang even though the project had only started for a few months. They became well equipped guardians to their small children and also active peer educators to share with other young women. All this would not be possible without a passionate professional multilingual Save the Children team working dedicatedly on the ground."

Julia Shen is an internal communications manager for IKEA China, she is happy to see that in 2014 coworkers from different units of IKEA worked together and sold nearly 800,000 soft toys in China for the education campaign. She said:

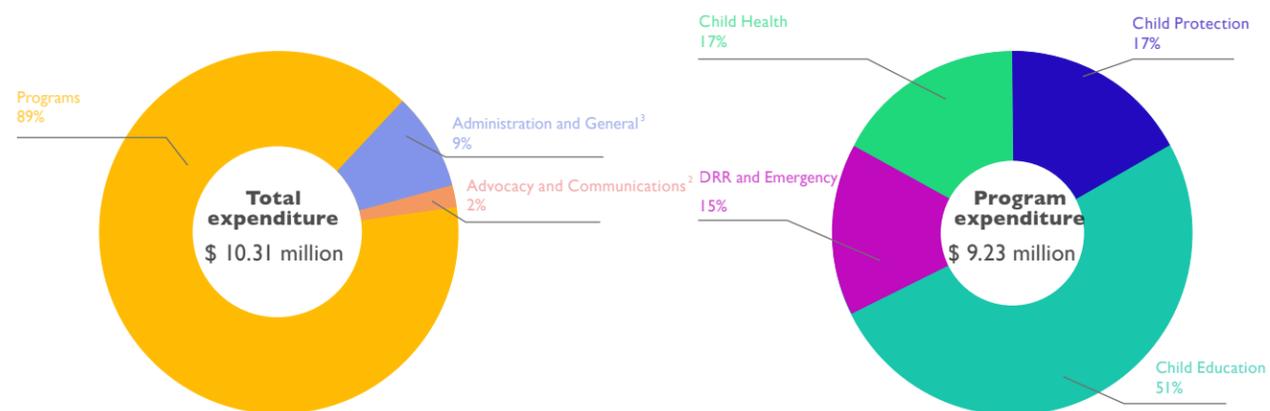
"I started to know Inclusive Education when we met a staff from Save the Children. When we visited school, we saw how the Inclusive Education concept worked: children with disabilities are spread to classes in ordinary primary schools, therefore they can learn and group with their peer group instead of being separated. I can feel the happiness of them, including the normal kids when they are playing together. The 'We are different while we are same', Inclusive Education concept provided the opportunity for children with disabilities to meet a better future, while also preparing the normal children to embrace the diversity in their lives. All children deserve the right to an education, and I am so proud to be able to contribute to the Inclusive Education project led by Save the Children-it is not about charity, it is about creating a better future for all."

Finances

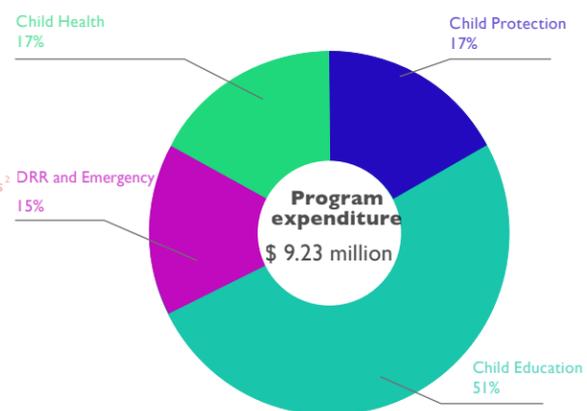
Income Sources¹ 2014 by Type of Donor



Expenditure 2014 by Sector



Expenditure 2014 by Program Area



In August 2014, staff of Save the Children stayed with children from areas hit by the Ludian Earthquake in Yunnan Province. Photo credit: Xie Yanyun

All photos used in this annual review have full consent from all persons, including parents/guardians consent for minors. For protection and privacy some children were given aliases.

Many thanks to all for the writing, translation, editing, compiling, designing, and printing of this annual review!

Remarks:

- 1 The financial year of 2014 was from January 1st to December 31st, 2014.
- 2 Advocacy and Communications refers to the support cost for team operation costs, including support staff salaries, and national level advocacy.
- 3 Administration and General refers to the support cost for overall program management, including support staff salaries, office running costs and essential management training costs.
- 4 The exchange rate of the RMB against the dollar based on Bank of China issued on December 3, 2014. \$1=¥6.12.

Save the Children in China

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