

# Save the Children

China Programme  
Annual Review 2012







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**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

# 791,869

In 2012, our work in China has helped a total of  
791,869 children and 799,302 adults.



## Preface



Group photo of Ms Pia MacRae (middle) and students of Hejia Elementary School in Yinjiang County, Guizhou Province. In September 2012, students from the school performed at the completion ceremony of the reconstructed school supported by Save the Children.

Tremendous change continued to take place in China in 2012 – including much change for children. We have seen continuing strengthening of government policy, with a continued push for specific children's issues through the Outline for the Development of Chinese Women and Children. There is also a continued push to increase education coverage, including the promotion of Early Childhood Care and Development and better access to education and health services for migrant children, and broadening medical coverage for specific children's diseases. We have also seen some positive developments in the field of child protection, with the revised Criminal

Procedure Law. Outside the sphere of policy making, we have seen a rise in children's issues being discussed in social media and a growing interest in volunteering to support vulnerable children.

It is an exciting time, with many individuals and organisations engaging in national debates about the role of education, the nature of good parenting, and what a 'good childhood' means... We at Save the Children feel privileged not just to be part of that conversation here in China, but also to be able to share some of China's experiences with our colleagues and partners out of China.

In this Annual Review we will share some of the highlights of our work in 2012. For me many of the highlights were small, personal moments: a conversation with a child who attributed his newfound confidence and aspirations to our programmes; a meeting with a government partner who explained that we were changing not just local education policy, but also his relationships with his own children; talking to a member of staff about how they have gained confidence in delivering lasting change for children with thoughtful, patient work... Reflecting on these encounters is reminded me that so much of what children need is relatively simple, but can get lost as we hurtle forward in increasingly fast paced economies. Perhaps we would all gain from looking at our lives and our goals through a child's perspective.

I was particularly touched by a visit I made to see our early childhood care and development project in a mountain village in Mojiang in Yunnan. The reason it was such a special visit was that the model embodied so many of our values at Save the Children: we were able to develop a model of low cost, high quality early childhood care. The 'weekend model' allowed the use of the primary school (which would otherwise have been empty on Saturdays and Sundays), but also meant that pre-school children from outlying farms were getting access without having to board at the school. The commitment and ownership of the centre by parents, grandparents, volunteers and local authorities was hugely impressive: they shared a pride in what had been achieved, as well as a commitment to

Where we work in the world\*

making change for children today. And of course the children were the stars of the show: their new found confidence was infectious – as was their dancing...

As you will see in this report, we are pleased to see a consistent increase in the total reach of the Save the Children China programme. In 2011 we reached 633,142 children, in 2012 this increased to 791,869. We continued to expand and consolidate our work in health, education, protection, as well as mounting our 17<sup>th</sup> emergency response in China, providing support to children impacted by the earthquake in Yiliang and Dagan Counties in Yunnan Province.

I'm also proud to see how we have been able to celebrate and support the work of the many professional, unsung heroes who work on the frontline with children: healthcare workers, kindergarten teachers in remote rural areas, scholars from universities and research institutions, etc.

Of course none of these achievements would have been possible without tremendous support from our partners in government and in civil society – who provide us with critical support and guidance. Without our donors, who provide us with funds, we could not work: thank you for your trust. My personal thanks to our staff: it is an honor to work with such a committed team. And finally, thanks to all the children that we work with. It is your active participation in many of our programmes that makes them so special. It is inspiring to see the energy and engagement you bring to our work.

Pia MacRae

Pia MacRae  
Country Director  
Save the Children China Programme

Where we work in mainland China in 2012



\* Information correction as of March 2012



# Our voice for children

Save the Children has nearly 100 years of experience globally in supporting the needs of children and in helping them fulfil their rights. In 2012, we continued our cooperation with relevant government departments and agencies in the areas of child health, education and protection, striving to promote the creation of relevant policies at national and local levels and to scale up successful interventions.

## Child health: Advocating for and promoting policy development

### Highlight 1: Promoting local policy development

In March 2011, Save the Children started implementing an “integrated management of childhood illness” (IMCI) project in Cangyuan County, Lincang City, Yunnan Province. IMCI, an approach developed by WHO and UNICEF, focuses on the wellbeing of the child and includes interventions to prevent illness and to respond to it appropriately when it does occur. Based on the pilot project, Cangyuan County Health Bureau issued official documents<sup>1</sup> in June 2012 which laid a foundation for wider implementation of this life-saving methodology.

### Highlight 2: Advocating for better policies

In November 2012, as one of the co-organisers, Save the Children participated in the “3<sup>rd</sup> China MCH High-Level Forum” organised by the China Maternal and Child Healthcare Association. Save the Children held a satellite meeting on “Grassroots MCH Human Resource Development”, presented a short documentary film about village doctors’ work in poor remote rural areas to highlight the challenges faced by frontline health workers as well as to explore potential solutions to support them.

## Child education: Promoting the implementation of international conventions and opening up new areas

### Highlight 1: Incorporating the UN Convention on the Rights of the Child (UNCRC) and other important international conventions into the education curriculum.

After a successful advocacy push, China’s Ministry of Education proposed to strengthen education on important international conventions to which China is a signatory, including the UNCRC and the Convention on The Rights of Persons with Disabilities (CRPD), in its *Outline for Fully Driving the Operation of Schools/Universities by Law* promulgated in 2012. This provides the policy support to enhance students’ respect for minority groups and vulnerable groups.

### Highlight 2: Incorporating the practical experience in early childhood care and development into national standard

Based on three years of practice in early childhood care and development (ECCD), Save the Children developed a model for effective provision of ECCD services at community level. In 2012, the “community mobilisation” working approach developed by Save the Children was incorporated into the *Operation Standards of Urban Early Childhood Development Centres* by the Training and Communication Center of the National Health and Family Planning Commission, with which Save the Children signed a memorandum of understanding to jointly promote ECCD work in China. Meanwhile, Save the Children supported the Department of Policies and Regulations of Ministry of Education to hold a “Workshop on Legislation of Pre-School Education Law” in 2012, which laid a foundation for promoting the formulation of the Pre-School Education Law.

In Xinjiang, the Urumqi County Education Bureau appointed a pre-school education researcher in 2012. Hotan City Education Bureau also added a pre-school education researcher to better facilitate pre-school education. Key trainers trained by Save the Children were invited by both bureaus to facilitate workshops providing technical support to kindergarten teachers and boost local early childhood development.

## Child protection: Driving institutionalised development

### Highlight 1: Cracking down upon trafficking: Participating in the formulation of *National Action Plan on Combating Trafficking in Human*

In 2012, Save the Children, UN agencies and other international organisations participated in the formulation of the *National Action Plan on Combating Trafficking in Humans (2013-2020)*, with evidence-based recommendations for action. The recommendations included incorporating “rights-based, victim-centred approach” as the core guiding principle; replacing “trafficking in women and children” with “trafficking in humans”; differentiating between trafficking children, kidnapping children and illegal adoption; and further promoting the importance of professional social workers in victim rehabilitation, etc. All key recommendations have been adopted.

Students of Yuhong Elementary School, a private school in Jiading District, Shanghai, participating in a theatre activity on health education called “I’m a guard for health”. Save the Children uses innovative approaches to engage children on health awareness.



Save the Children has made substantial explorative efforts in the area of early childhood care and development, developing the *Manual on Management and Operation of Early Childhood Development Centres* which provides valuable references to our work. While formulating the *Operation Standard of the Urban Early Childhood Development Centres*, we incorporated the “community mobilisation” working approach developed by Save the Children, to provide guidance for the development of urban early childhood development centres.

— Cai Jianhua, Director of the Training and Communication Center, National Health and Family Planning Commission

### Highlight 2: Juvenile judicial protection: Progressing from project experience to institutional reform

In March 2012, the 5<sup>th</sup> Session of the 11<sup>th</sup> National People’s Congress passed the 2<sup>nd</sup> revision of the *Criminal Procedure Law of the People’s Republic of China*, which puts in place separate judicial proceedings for juveniles. The mechanisms of “appropriate adult scheme” and “social background investigation” advocated by Save the Children were incorporated in the revised law.

Mengzi City, Yunnan Province issued an official document<sup>2</sup> to establish the “Mengzi City Minors Protection Committee” by referring to the model and experience of Save the Children in developing judicial protection in Yunnan. The document explicitly provided for the organisational structure, roles and responsibilities, etc., and laid a foundation for safeguarding the rights of minors and preventing juvenile crime.

### Driving the initiative of “Post-Millennium Development Goals”

In 2012, we proactively participated in the discussion on the framework for UN “Post-Millennium Development Goals”, ensuring that its working framework covers the advancement of child rights. We conducted a special study and published a report, which assessed and identified the impact of inequality on the wellbeing of children and proposed appropriate solutions and recommendations.

<sup>1</sup> In June 2012, Cangyuan County Health Bureau in Lincang City, Yunnan Province issued the Notice on Implementation of Integrated Management of Childhood Illness in Pilot Towns/Townships and the Notice on the Protocol for Health Education Activities as Part of Rural Community Maternal and Child Health Project in Cangyuan County.

<sup>2</sup> In November 2012, Mengzi City, Yunnan Province issued the Notice of Mengzi City Government on the Establishment of Mengzi City Minors Protection Committee.



# Saving children's lives



## Improving maternal and child health in rural areas

In 2012, Save the Children implemented a variety of maternal and child health (MCH) projects in remote rural areas of Yunnan, Tibet and Sichuan to stop young children from dying from preventable causes.

In Cangyuan Wa Autonomous County, Yunnan Province, we continued to focus on rolling out the integrated management of childhood illness (IMCI) methodology. We trained 55 grassroots village doctors to use the IMCI standardised procedure. After three years of MCH project in Mojiang County, a total of 103 village doctors received training on MCH service skills and community health education, resulting in 245 health education activities.

We worked with Nagchu Prefecture Health Bureau in Tibet to launch an MCH project in nomadic communities, providing doctors and women's federation officers at village, township, county and prefecture levels in Nagchu County and Nyainrong County with two training workshops on patient referrals. We also cooperated with Lhasa MCH Centre to provide 44 grassroots doctors with MCH training workshops and supported them to conduct training to over 400 village doctors. These village doctors then passed on maternal and child health knowledge to women of child-bearing age and parents of young children in the areas.

To address the problem of birth asphyxia in remote areas with limited health care resources, we introduced "Helping Babies Breathe" (HBB), a methodology for neonatal resuscitation in low resource settings, and held a pilot training with partners – the first of its kind ever held in China.

In July 2012, in cooperation with Xuanhan County Health Bureau and Wanyuan City Health Bureau in Dazhou City, Sichuan Province, we began to utilise innovative digital information technology to develop a locally-appropriate system for the management of information on child vaccination, improve processes, and thereby enhance essential child vaccination coverage.

Li Zhijuan, 37, is a village doctor working in Manlai village clinic for the past 15 years. Over 1000 villagers rely on Zhijuan and a young doctor to provide the health services they need.

Among all counties in Yunnan, children from Cangyuan are most at risk of dying from preventable causes. Many sick children were inadequately assessed and treated by healthcare providers, and parents were poorly advised. Out of 20 village doctors surveyed in Cangyuan, only six could diagnose pneumonia correctly and only one could identify the right treatment for diarrhea.

In 2012, Zhijuan and other 54 township and village doctors joined the training session organised by Save the Children. This was the first time that all participants had access to IMCI knowledge and skills. "Before, I would diagnose illnesses based on the symptoms present without considering other potential factors causing the illness. With the ideas from the IMCI, I learnt to perform an integrated assessment of a child's condition before making a diagnosis for treatment. For example, I used to focus on bringing his or her temperature down when a child came to me with high fever. However, I've adopted a different approach now. Besides the obvious symptoms, I will ask about the child's general health, more specifically about diarrhea, cough, immunisation and diet, and check his nutrition status. With this full information, I can identify the true cause of his illness and provide the most appropriate treatment."

# 24,413

In 2012, we helped 24,413 children under five and 69,464 adults by improving maternal and child health in remote and rural areas.



## Improving the health of migrant mothers and children

In collaboration with partners, Save the Children mobilised a range of actors to participate in community-based maternal and child health (MCH) initiatives for migrants, enhance the medical skills and service capacity of grassroots health workers, and help migrant women of child-bearing age, pregnant women and parents of young children to obtain effective health education and quality healthcare services through community-based health education activities.

We commissioned senior obstetric and paediatric specialists to provide continuous, systematic training to grassroots health workers in communities populated by migrants. In 2012, we organised 28 training workshops for healthcare workers at Shangdi Hospital, Beijing. 300 healthcare workers in Xiaobanqiao Community, Kunming, received the training as well. We also facilitated the establishment of technical cooperation relationship between Hotan City Health Bureau, Hotan City MCH Centre and Narbag Subdistrict Community Health Service Centre, Hotan City, Xinjiang.

In 2012, we supported recruiting a total of 220 health promoters from areas populated by migrants, including Maliandao Subdistrict in Beijing, Pujiang Town in Shanghai, Xiaobanqiao Community in Kunming and Narbag Subdistrict in Hotan. They were trained on antenatal examination, postpartum visit, common diseases with infants and young children, breastfeeding, planned immunisation, etc. They continue passing this knowledge on to their communities.

Following three years of health promotion efforts, the number of pregnant women voluntarily visiting the community health service centre in Narbag Subdistrict, Hotan City for antenatal examination increased from 0.5 per day on average in 2011 to 3 per day in 2012; the number of children receiving vaccination at the centre increased from 3 per day on average in 2011 to 14 per day in 2012. In 2012, over 3,000 migrant children and women participated in the health promotion activities at the child health activity centre in Xiaobanqiao Community, Kunming. We also explored the mechanism for multi-sectoral collaboration and participation. As a result, the communities are playing an increasing role in leading MCH promotion initiatives.

# 24,162

In 2012, we helped 24,162 children under five and 316,674 adults by improving migrant maternal and child health care.

- Page 6
- 1 A girl playing with her younger brother in Mangbai Village, Cangyuan Wa Autonomous County, Yunnan Province.
  - 2 A girl receiving vaccination at the health service centre of Nanba Town, Xuanhan County, Dazhou City, Sichuan Province.
  - 3 Baseline health workers in Nagchu Prefecture, Tibet, receiving training on antenatal examination referrals.
- Page 7
- 1 Children in Narbag Subdistrict, Hotan City, Xinjiang, participating in a health promotion activity.
  - 2 Children learning proper handwashing methods on the Global Handwashing Day at Xiaobanqiao Kindergarten in Kunming, Yunnan Province.



# Education and child development



Tenzin Dawa, 5, was born in Longda Village, Jiama Township of Medrogonka County, Tibet. His father works in the mining area of the township while his mother, Qiong Zhen, takes care of the family house and farm. Tenzin Dawa has a 2-year old little brother.

"I never went to school and I'm busy doing housework and farm work. I have no time to care for the sons' pre-school education. My two sons run everywhere in the village just like all the other children here. They mostly go to the fields where they can play in the dirt and with stones. Children also play by the river on sunny days. However, these places generally harbor potential risks. Thus, we are always very worried about their safety," said Qiong Zhen.

In May 2012, an ECCD Centre was set up with support from Save the Children in Longda Village. "I go to the Centre and play with building blocks, jigsaw puzzles and balls. I also skateboard with other children. Sometimes, teachers in the Centre organise various activities," said Tenzin Dawa happily.

"I can leave Tenzin Dawa at the Centre with complete trust and he can receive good pre-school education. Over the past several months, I have witnessed obvious changes in Tenzin Dawa. For example, he has paid more attention to personal hygiene and made many new friends," said Qiong Zhen.



## Rewriting the Future from the beginning

Providing children with adequate nutrition and healthcare as well as appropriate early education can significantly impact their long-term health and cognitive development. Save the Children began a pilot early childhood care and development (ECCD) project from 2010, and gradually developed a community-based, affordable and effective model for early childhood care and development.

In 2012, we established new ECCD centres in Beijing, Xinjiang and Tibet in cooperation with our partners. To date, we have established 18 ECCD centres for migrant communities in Beijing, and ethnic minorities in rural areas of Yunnan, Xinjiang and Tibet. We engaged communities to highlight the importance of early childhood development for children, and mobilised parents, preschool teachers and village committees, providing them with training and encouraging them to participate in the management of the centres. The management and operation of all the 18 centres have now been transferred to the local partners.

We continued to provide training for teachers and parents in Beijing, Xinjiang, Tibet and Yunnan, and developed a *Training Manual for Kindergarten Teachers* in 2012. Teachers at over 20 kindergartens that were not registered in Shijingshan District, Beijing, were also trained in preschool teaching models and techniques, thanks to the cooperation between Save the Children and the Shijingshan Education Commission.

In November 2012, we launched a new ECCD project titled "Learning through Playing" together with the Training and Communication Centre of the National Health and Family Planning Commission, aiming to develop a toy/book package for the early childhood development for young children aged 0 to 3, and a national occupational training materials/course for early childhood development facilitators.

We also implemented the "Mountain Village Kindergarten Plan" in Hongya County, Sichuan Province in 2012 with China Development Research Foundation and 88 volunteer preschool teachers who have been trained have begun providing teaching assistance.

# 52,235

In 2012, we helped 52,235 children, 42,644 parents, kindergarten teachers and other adults by promoting early childhood care and development.

## Providing inclusive education to children with disabilities

Inclusive education respects the individual difference of each child, and provides education solution appropriate to his/her needs.

Over the last three years, we set up a total of 23 resource classrooms at 24 mainstream kindergartens, elementary and secondary schools with partners in Sichuan and Yunnan, and provided training to over 670 classroom teachers, resource teachers and special school teachers. A professional trainer team was also established, laying a solid foundation for the subsequent implementation of inclusive education.

We helped develop a mechanism for sustainable inclusive education through multiple approaches. In Yunnan, we engaged parents, schools, communities, disabled persons' federations, education authorities and other social actors. In Sichuan, we helped to optimise education for children with disabilities, from enrolment to customised education plans. Our project schools also developed a teaching model that complements regular classroom teaching with supplemental education in resource lessons.

In 2012, we developed a training manual for inclusive education teachers and implemented a study on the development of special education and learning in regular class in cooperation with partners.

In July 2012, we expanded the inclusive education project to 7 counties in Sichuan, Yunnan and Xinjiang, aiming to establish county-level support system for learning in regular class; promote the execution of laws/regulations related to education of people with disabilities; and strengthen pre-service training provided by normal schools to teachers.

# 72,272

In 2012, we helped 72,272 children and 151,144 adults by promoting inclusive education.



the regular class and catch up with other students.

"Teachers taught me how to observe the shape of the mouth. Every day before the class, I check whether Xiaorui previews lessons well. After class, I remind him of finishing exercises," said Jiayi. Xiaorui meets more difficulties on learning Chinese, so Jiayi plays "you speak and I guess" with him to encourage him read more and learn more characters.



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- 1 Children presenting their handwork in the ECCD center in Xiyuhe Village, Beijing
  - 2 Children learning Tibetan letters at an ECCD centre in Nam Township, Chushul County, Lhasa City, Tibet.
  - 3 Children performing traditional folk dance at the opening ceremony of an ECCD centre in Sharbag Township, Hotan City, Xinjiang.
  - 4 Dawa (second from right) playing at the ECCD centre.
- Page 9
- 1 Resource teacher giving resource class to students at Tongguan Elementary School in Mojiang County, Yunnan Province in October 2012.
  - 2 Jiayi and Rui learn together

At 10 o'clock on October 17, 2012, the school bell rang in Hanwang primary school in Mianzhu, Sichuan province, signaling that class was over. A group of children, including Jiayi, ran out of their classroom and started to play "hide and seek". Jiayi, together with other two boys, gestured at a tall boy. The tall boy immediately ran after them. They did not speak much but they understood each other completely and enjoyed themselves thoroughly.

The tall boy is 10-year-old Xiaorui (not his real name), who had lost most of his sense of hearing. Jiayi and Xiaorui are desk mates. Jiayi helps Xiaorui with his study and everyday life.

When Xiaorui first came to the school in September 2010, he could not communicate with others. Since the inclusive education project has been implemented in Hanwang school, Xiaorui has received the language training in the resource classroom every week. Now, he can learn in





Increasing the employability of migrant youths

In the process of urbanisation in China, an increasing number of youths and children leave rural areas and migrate to urban areas. A large number of urban migrant youths have limited vocational training, lack more general life skills, and are ill equipped to set out in the job market. To tackle this problem, in 2010 Save the Children launched a project on Vocational Education for Migrant Youths in Shanghai.

To stimulate the desire of migrant youths to learn and establish peer support mechanism, we launched a "peer education workshop" in Shanghai in 2012, in which college student associations "paired" with associations of vocational technical school students who observed the simulated vocational development activities of college student associations and gradually developed their own "vocational workshop" activities.

We also worked with the National Association of Vocational Education of China to expand the vocational education for migrant youths to Beijing. We engaged communities and other agencies to provide out-of-school migrant youths in Shijingshan, Fengtai and Tongzhou districts with life skills and vocational "soft" skills. Community-based peer education activities were also organised in order to help more out-of-school migrant youths to enhance job seeking ability.

We explored innovative approaches to vocational education for migrant youths through better integrating various resources. In 2012, we cooperated with HR services and other agencies to increase the access to employment information for migrant youths, expanded the impact of "peer education workshop" with support from Sina.com, launched a microblog on vocational education and developed a trainer Manual. We provided training on life and vocational skills to 80 youths with intellectual impairment as well.

Page 10 1 Students of Shanghai Normal University facilitating a discussion with students of Fengxian Technical Secondary School in Shanghai on vocational development in a "peer education" activity.  
2 Students of technical secondary school participating in "Skills to succeed" - Vocational training camp

Page 11 1 Group photo of training participants and two volunteer trainers (from Jiangsu Province) at the end of the summer camp "I feel proud of my business start-up" in Ning'er County, Yunnan Province, July 2012.  
2 Participants learning traditional Tibetan carpet weaving skills at a vocational training workshop supported by Save the Children in September 2012.

24,326

In 2012, we helped 24,326 children and youths, 2,156 adults by promoting vocational education for migrants in Beijing and Shanghai.



Providing vocational training tailored to ethnic minority youths

In the recent years, Save the Children has been consistently developing vocational training appropriate to poor ethnic minority rural areas in Yunnan and Tibet, helping rural youths to learn essential vocational skills to obtain better career development opportunities.

In 2011, we launched a vocational education project in nine secondary schools in three counties in Yunnan. In 2012, we helped establish vocational education centres at each school. These schools have begun offering vocational courses to students based on their needs. We also provided training on basic economics to teachers, who passed on to the students in their classes.

In July 2012, together with our partners, we organised summer camp activities entitled "I feel proud of my business start-up" in the three counties, aiming to create opportunities for youths in remote areas to learn about new knowledge, expand their horizons, and inspire them to plan for future vocational development. Over 200 students received training on basic knowledge and skills to start a business, such as "identify opportunities for business start-up", "market demand and research", "sales and marketing", "cost and profit", "business negotiation", etc.

In Tibet, we worked with 18 vocational education centres in junior high schools, training 46 teachers on child-friendly teaching methods. We also trained 40 students on "traditional weaving and dyeing" and "sewing", and donated vocational education equipment to schools in 2012. To further increase job opportunities for students, we supported 6 vocational education centres in establishing partnerships with local small businesses.

Yuan (not his real name), 13, is a grade two student at Tongxin Junior High School in Ning'er County, Yunnan Province. Li, his head teacher, said Yuan held a dismissive attitude towards his education and achieved poor results, which worried his teachers and parents.

Following the launch of the vocational education project by Save the Children which targeted youths and children in poor rural areas of Yunnan, students gained self-confidence and were optimistic about their future careers.

"Prior to the training, I never thought about my future, and even had no idea as to whether I should continue schooling or find a job after my graduation from the junior high school. Participation in the training not only allowed me to learn new skills, but also inspired me to assess myself and plan for my future. In the course of learning new skills, I became strongly aware of the importance of the knowledge taught at classes. To realise my dreams, I must study hard and continue schooling after my graduation from the junior high school," said Yuan. He proactively participated in the training on tea art and photography skills, and soon he began to perform tea art independently, and learnt to take photos and process photos.

Yuan began to study much harder. In his final examination in January 2012, he made significant progress. His head teacher noted that: "Through hard efforts, you have made great progress, and you have opened a new door for your future."

19,537

In 2012, we helped 19,537 children and youths, 8,901 adults by promoting vocational education in Yunnan and Tibet.



Page 12 A child from Mojiang county, Yunnan province, is drawing.  
Page 13 1 Students of Hejia Elementary School in Yinjiang County, Guizhou Province enjoying their new school building.  
2 In December 2012, Grade One students at Pujiang Wenxin School in Shanghai exhibiting their achievements in the past year in a class activity with the theme "Look, we are smart."



166,621

In 2012, we helped 166,621 children and 14,331 adults by promoting the training for teachers in Beijing, Shanghai, Yunnan, Xinjiang, Qinghai and Tibet, and helped 78,831 children and 40,711 adults by boosting school health promotion in Shanghai, Guangzhou, Yunnan and Tibet.



Improving basic education and school health education

In 2012, Save the Children continued to improve basic education and promote school health education.

We helped migrant schools in Beijing and Shanghai by improving the quality of teaching and creating an environment conducive for the integration of migrant children into society. In cooperation with Minhang District Education Bureau in Shanghai and East China Normal University, we launched the "Spring Rain Initiative", where experts provided participatory training to over 300 teachers from 16 private schools to improve their teaching skills. We also supported 20 child representatives to carry out a survey on family education. Additionally, in cooperation with Chaoyang Branch of Beijing Institute of Education, we launched the Beijing Migrant Children Basic Education Project, to enhance the quality of teaching in 20 migrant children schools in Beijing.

In May 2012, we launched a new Basic Education Project in Jinping County and Malipo County, Yunnan Province, where 50 teachers from eight rural schools received training on participatory teaching methods, and 20 "master trainers" were equipped with skills to train other rural teachers.

In Tibet, we continued providing in-service training to school teachers in the pastoral areas, and cooperated with Lhasa Advanced Teacher Training School to provide pre-service training to graduates. We also initiated an "action research" to explore approaches to address specific challenges in classroom teaching.

To promote the development of education in post-earthquake areas of Yushu Prefecture, Qinghai Province, we cooperated with the local Department of Education to organise teacher training workshops. A total of 147 teachers and 187 parents were trained. In Xinjiang, 360 teachers at 23 elementary schools in Urumqi, Hotan and Yining received training.

In 2012, we successfully completed the construction of Hejia Elementary School in Yinjiang County, Guizhou Province.

In promoting good health practices in schools, we trained 450 head or healthcare teachers from 19 privately-run migrant children elementary schools in Shanghai and Guangzhou. In partnership with experts from Shanghai Theatre Academy and Guangzhou Shandao Social Work Service Center, we developed drama performance and educational theatre activities in Shanghai and Guangzhou, focusing on child health education. To engage the children, we designed a series of health education materials.

In Yunnan Province, we trained over 700 rural teachers in Mojiang County after three years of school health promotion. Health promotion activities were also developed at eight rural schools in Jinping County and Malipo County. In Tibet, we also helped construct hand-dug wells, latrines and waste treatment facilities for eight schools in the agricultural and pastoral areas.



# Child Protection



## Promoting juvenile justice system

Over the past two years, Save the Children has been working closely with the Caring for Next Generation Working Commission in Yunnan Province to encourage judicial diversion, replicate the "appropriate adult scheme" to Mengzi, Dali and Yuxi City, Yunnan Province, and advocate for the development of the juvenile justice protection system.

Judicial social workers play a bridging role in the juvenile justice system, helping minors in conflict with the law to obtain integrated and sustainable protection. In March 2012, we cooperated with the Study and Service Center of Juvenile Justice Social Work of Capital Normal University and the College for Criminal Law Science of Beijing Normal University, to pilot an initiative on the "Involvement of social workers in juvenile justice protection" in Haidian District, Beijing, based on the revised Criminal Procedural Law as well as our experience in Panlong District, Kunming. Through this initiative, we attempted to expand the scope of social investigation and establish a mechanism that links up the processes of public security organs, procuratorial organs and courts for juvenile cases. We also supported partners in holding a series of workshops to review key cases, designed to strengthen the awareness/knowledge about the involvement of social workers in juvenile justice procedure among judicial professionals. We also held a workshop on the Theory and Practice of Juvenile Justice for over one hundred procurators in Beijing.

In Yunnan, we established a part-time "appropriate adults" team in addition to the existing full-time team, and supported the implementation of locally-appropriate and sustainable juvenile justice protection models. The "Rainbow Club" was established for children and youth in conflict with the law, in Mengzi City, providing services such as vocational training, and psychosocial rehabilitation. Dali City incorporated our juvenile justice protection models and experiences into the government performance appraisal system.

By cooperating with local partners, we established a legal assistance team for juveniles consisting of over 300 lawyers and legal workers. We also compiled a *Toolkit for Legal Assistance to Minors in Yunnan Province*.

Yu (not his real name), 16, was a resident of Xiaguan Town, Dali City. He dropped out of school in grade two of junior high. In September 2011, Yu was prosecuted due to suspected robbery. In the course of social background investigation, the "appropriate adults" found that Yu was raised in a broken home. Although his father and stepmother cared for him, his father resorted to violent, crude approaches in disciplining and educating, beating and scolding him frequently. Yu finally ran away from home and committed offences.

The "appropriate adults" proposed judicial diversion of Yu to Dali City People's Court which adopted the recommendation of sentenced probation and community-based correction.

The justice project established a support/education group for Yu. At first, Yu found a job, and regularly reported on his work and life to the group. Later, Yu's father migrated to Guangzhou for work, and it was hard for Yu to live with his stepmother alone. He ran away from home again in June 2012; the family and the group could not reach him.

Finally, the support/education group found Yu and persuaded his father to return to Dali. The group spoke with Yu and his father, offering recommendations on family discipline/education. Yu indicated that he would earnestly follow the rules, and his father promised not to leave home during Yu's probation period to fulfil his guardianship obligation. Currently, Yu's work and life are both stable.

# 228,257

In 2012, we helped 228,257 children and 6,400 adults by supporting young people in the justice system.

## Preventing child trafficking and developing comprehensive support to victims

Save the Children has cooperated with the Relief Management Station under Yunnan Provincial Department of Civil Affairs and the Criminal Investigation Brigade of Yunnan Provincial Department of Public Security since 2011 to develop a comprehensive support and rehabilitation model for trafficked women and children in Kunming, Lincang and Pu'er.

In 2012, we held four training workshops on social work for the staff of the relief management stations in Kunming, Pu'er and Lincang and invited social workers to provide on-site guidance for participants. These relief management stations started to explore a personalised relief model for trafficked women, children and street children by creating personal records, providing psychological support for children, disseminating legal knowledge and organising training on vocational skills.

We made substantial efforts to improve the capacity of communities to fight trafficking. In 2012, we provided training for key community members from two communities in Cangyuan County. We also offered free physical examinations for trafficking victims as well as children within Kunming Relief Management Station.

In September 2012, we signed a Memorandum of Cooperation with the Law School of Yunnan Police Academy, which provides legal training for policemen, to enhance their understanding of trafficking victims and promote the formulation and implementation of relevant laws and regulations.

In 2012, we also worked with the International Organisation for Migration (IOM) to provide thematic training for anti-trafficking policemen in Yunnan and Guangxi and in compiling and publishing some books on anti-trafficking.



# 5,052

In 2012, we helped 5,052 children and 5,409 adults by fighting child trafficking.

- Page 14
- 1 Students reading educational materials on minors legal assistance at Gaoping School in Wase Township, Dali City, Yunnan Province
  - 2 Children participating in the event of "Gratitude to parents" at Xiaomaixi child activity centre in Panlong District, Kunming City, Yunnan Province, July 2012.
- Page 15
- 1 Teacher explaining knowledge on anti-trafficking to children at Manghui Village Elementary School in Cangyuan County, Yunnan Province.

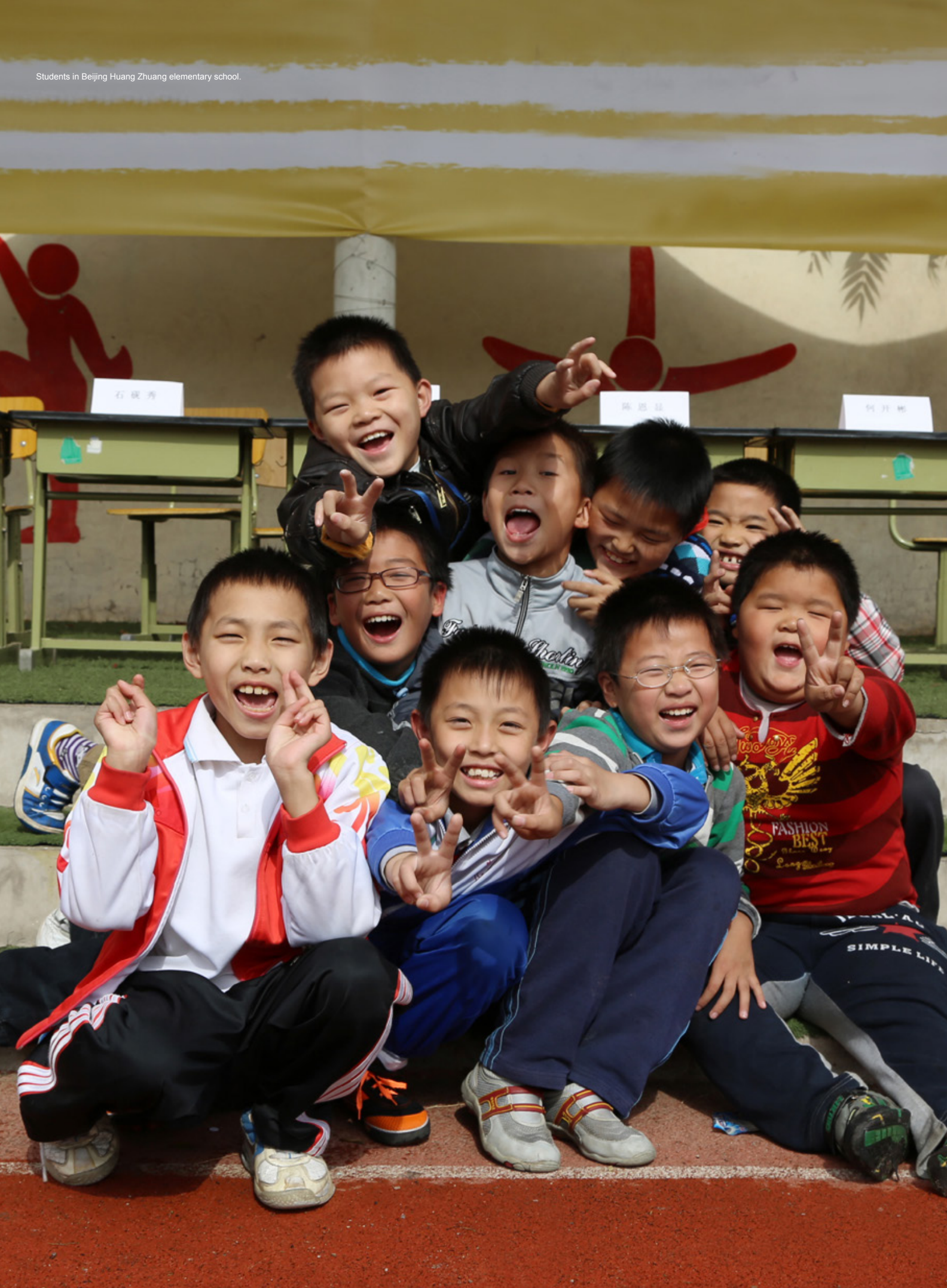
Feng (not his real name), 13, was born in Meizhou, Guangdong. He mingled with several criminals in junior high school and was brought to Yunnan by others in search of "a job opportunity". He was robbed of all his money and was forced to do illegal labour. In June 2012, Feng was sent to Kunming Relief Management Station where Teacher Chen followed up on his case.

Teacher Chen and staff of Kunming Relief Management Station previously participated in the training on social work organised by Save the Children and attempted to provide personalised services for street children under the guidance of social workers. These services include healthcare, psychosocial counselling and employment guidance. Teacher Chen had several counselling sessions with Feng and observed psychological changes through his artwork. Teacher Chen said: "The training from Save the Children was very helpful for me. Their interactive methods enabled me to build rapport with the children and have a better understanding of children in order to provide specific services."

Teacher Chen also educated Feng on child rights and child protection and helped him to analyse his own strengths. Feng said that he once learnt hairdressing in Guangdong and planned to continue building on those skills to find a job and earn his own living. In August 2012, Feng was sent back to Guangzhou after living in Kunming Relief Management Station for two months. Now, Feng is learning hairdressing in Guangzhou and his life is back to normal.



Students in Beijing Huang Zhuang elementary school.



## Exploring into new approaches to child protection

Save the Children has found that children and youths dropping out of schools or finding jobs immediately after graduation from compulsory education are sometimes vulnerable. To help these children and youths identify risks and make informed decisions, we launched the project of "From Child to Citizen" in October 2011 in Xinjiang.

In 2012, we held a variety of training workshops for out-of-school children and youths, their parents and key community members in Urumqi and Yining, covering the topics of child rights, child health and child protection. In August, we held a "Community Forum" in Panjin Township of Yining. Participants discussed existing problems facing out-of-school children in their lives and employment and recommended specific solutions. We also partnered with the Urumqi City Women's Federation and Heijashan Subdistrict Management Committee in establishing the first "Children and Youth Development Centre" for out-of-school children and youths.

In 2012, we partnered with education bureaus in Urumqi, Yining and Hotan to develop a school-based curriculum on psychosocial health. The curriculum was piloted in eight elementary and secondary schools in these three cities, and will be replicated in more schools in 2013.

We also looked into effective ways to help migrant children protect their rights and enjoy all-round development. In April 2012, we partnered with Dachang Township Government in Baoshan District of Shanghai to establish the "Shenhua Leyuan Child Activity Centre" for migrant children. We also invited experts from Shanghai Theatre Academy to provide training on "method for drama-based education" for teachers and training on "child story theatre" for students in Shenhua Elementary School, to help teachers improve teaching methods and enable children to study in a pleasant atmosphere.

Ezimet, 19, lives in Yingmaili Village, Panjin Township, Yining, Xinjiang. After graduating from junior high school, he worked as a construction worker. There are many children and youths like Ezimet who dropped out of school or found jobs after graduating from junior high school.

In August 2012, Ezimet participated in the "Community Forum" organised by Save the Children in Panjin Township. Ezimet had previously participated in a household survey conducted by Save the Children on challenges and difficulties facing out-of-school children and youths. "All questions are related to my life, such as living conditions and vocational development." Since then, Ezimet has participated in all activities organised by Save the Children.

Ezimet is most interested in the training on vocational skills organised by Save the Children. He said: "Teachers educated us on how to introduce ourselves to others and helped us discover our strengths through the game of 'looking into mirror'. We also learnt about skills for interview and job hunting. Such training is very helpful for me. I like activities organised by Save the Children very much. These activities can help children and youths like me to prevent wrongdoing and provide more appropriate options for our future."

# 21,114

In 2012, we helped 21,114 children and youths, 21,572 adults by promoting the "From child to citizen" project in Xinjiang and the "Child Activity Center" project in Shanghai.

- Page 17
- 1 Children reading books in the first "Children and Youths development centre" in Urumqi.
  - 2 "Look, this is my invitation to the child activity centre." Huang Jingjing, a student of the Shenhua Elementary School, presenting her handwork.



## Humanitarian aid



### Providing humanitarian aid to children affected by disasters

In 2012, Save the Children closely cooperated with governmental departments, NGOs and civil society organisations in conducting emergency aid campaigns to provide materials and psychosocial support for children and their families.

On May 10, Min County in Gansu Province was hit by serious hail storms, resulting in flooding and mud slides. Save the Children immediately deployed staff to assess the situation and the needs of children, and distributed 390 winter quilts to families with children, 2,500 family essential kits and 2,500 healthcare kits in five townships. We also partnered with the disaster relief alliance led by One Foundation in establishing two child-friendly activity centres, to provide a safe space for children to learn and play in.

In June 24, a magnitude 5.5 earthquake took place between Sichuan and Yunnan. We worked closely with local civil affairs and education departments to assess the damage, and partnered with the One Foundation to distribute 100 tarpaulins, helping set up temporary learning spaces for elementary schools.

On June 30, a magnitude 6.6 earthquake took place in Xinjiang. We distributed 502 cold-proof clothes and family healthcare kits to children and households.

On September 7, magnitude 5.7 and 5.6 earthquakes took place between Yunnan and Guizhou. In the following months, we distributed 3,880 family essential kits, 3,000 children's winter clothes, 1,430 boxes of infant formula rice flour and 30 school tool kits to Dagan County and Yiliang County, Yunnan Province, and held three training workshops on psychological counselling for teachers and provided psychosocial support for affected children with local partners.

Jing (not her real name), 12, lives in Xiewen Village, Tianxing Township, Dagan County, Yunnan Province. She is a grade six student in Xiewen Elementary School, and her two younger brothers are also studying in Xiewen Elementary School. Their parents are farmers.

When the earthquake struck on September 7, Save the Children distributed 1,000 winter coats for children to Dagan County, and then procured and distributed additional materials urgently needed by children and households in affected areas, including family essential kits (containing rechargeable torch, cup and blanket), infant formula rice flour, etc.

On October 22, Save the Children distributed family essential kits, cotton-padded coats for children and infant formula rice flour in Tianxing Township under the support of Tianxing Township Youth League Committee. Jing and her two younger brothers received winter clothes, and their family also received family essential kits. On the afternoon of October 22, staff of Save the Children visited Jing's home.

The room was dark only with faint light from the window. Jing and her younger brothers were doing their homework and reading books on a desk near the window. Power cuts happened frequently after the earthquake, and they could not do their homework. After Save the Children staff told Jing that the rechargeable torch could be used as a desk lamp, she was very happy and took out the torch from the family essential kit. On the desk with faint light, Jing turned on the torch. "I can finish my homework on time even if there is power cut," said Jing.

# 70,451

In 2012, we helped 70,451 children and 42,632 adults through humanitarian aid.

- Page 18** A student of Xiewen Elementary School in Dagan County, Yunnan Province received winter clothes from Save the Children.
- Page 19** 1 Children playing at the child activity centre in Zhuantanzhai Village, Min County, Gansu Province.
- 2 Students at Maoping High School in Yiliang County, Yunnan Province participating in a training workshop on psychological counselling organised by Save the Children. They are building a "Beautiful Home" in their mind.



Public participation



On April 18, 2012, Boda Central School organised an evacuation drill. All 1,843 students were supposed to evacuate to the designated safe zone in 80 seconds. According to Vice Principal Ma Yong, the school has made an effort in disaster prevention by establishing both a children's and an adults' disaster reduction management committee.

Wang Xueli, a grade four student, is a member of the children's committee. "I want to acquire more knowledge about disaster reduction so that I can rescue myself and other students during any disaster." Xueli and other members of the committee participated in a series of training workshops on disaster reduction organised by Save the Children. Subsequently, members started to identify possible risks in the school and make a risk resource map by leveraging what they learnt during training workshops. Xueli said, "There is a big tree with a lot of electric wires. The tree will pose danger in the event of a lightning strike on a rainy day." The children's committee reported existing problems to school leaders and put forth their recommendations.

Ma Yong said, the members of children's and adults' committees first acquired knowledge and skills for disaster reduction, then transferred their learnings to all the other teachers and students. In this way, a sound risk prevention network has been formed. Director Guo Maoqing at Yanyuan County Education Bureau stated that successful experiences accumulated by Boda would be replicated in other schools.



Promoting child-centred disaster prevention and risk reduction

Over the past decades, Save the Children has provided emergency relief to children affected by disasters and developed strategies to increase the disaster prevention and preparedness of disaster-prone areas. We believe that children can play a key role in disaster prevention and risk reduction, for they are quick to learn, observe the environment from a unique perspective, and are not afraid to share their ideas.

In 2012, we implemented a pilot school-based disaster reduction project in Boda Township Central School in Yanyuan County, Sichuan Province and Tongxin School in Ning'er County, Yunnan Province, helping schools in disaster-prone areas to establish sound disaster reduction mechanisms. We provided participatory training for partners from local education departments, teachers and students, helped them understand how to actively involve children in disaster reduction and prevention, and introduced experiences from other countries in implementing school-based disaster reduction.

In April 2012, the both schools set up a children's and an adults' disaster reduction management committee respectively. Members of children's committees first participated in disaster prevention and reduction training which they passed on to other students in their schools. Teachers and students conducted school-based risk assessment, identified problems and put forth recommendations, which gradually played a key role in school security.

In July, we partnered with Liangshan Prefectural Emergency Aid Centre, Yanyuan County Civil Affairs Bureau and Yanyuan County Education Bureau in Sichuan Province, and launched a new child-centred disaster prevention and reduction project. The project seeks to engage local civil affairs, education, disaster reduction and health departments in establishing a disaster reduction plan that covers the entire county.

6,036

In 2012, we helped 6,036 children and 2,053 adults by promoting child-centred disaster risk reduction.

Save the Children advocates for and promotes policies and practices that are conducive to child rights, and strives to create breakthroughs in the way the society treats children. The involvement of the general public and the support of media are crucial to our work. In 2012, we organised and participated in public activities that incorporated the voices of children.

From August 31 to September 1, we participated in the annual carnival event organised by Chengdu Lan Kwai Fong. The event with the theme of "We are different, we are the same" showcased the work of Save the Children in the areas of child health, education and disaster reduction.

To draw the attention to the issue of child malnutrition and concrete actions to address the threat of hunger and malnutrition to children's health, we initiated the global event of "World Marathon Challenge - Race for Survival" ahead of World Food Day. Over 20,000 children around the world challenged the world marathon record via relay race, and approximately one thousand Chinese children aged 11 to 13 also joined the event. While maintaining close cooperation with mainstream traditional media, we initiated the microblog topic of "Race for Survival" on Sina.com, and invited Tan Weiwei, a famous singer, to promote the event as the microblog ambassador; the event was actively responded to by 27,000 microblog users.

On November 25, 2012, we participated in the Beijing Marathon for the second time. The 2012 "Save the Children Team" expanded from the previous year, with 30 health workers and 38 long-distance runners who wore white gauze masks to draw attention to the shortage of health workers across the globe and highlighted the critical role of health workers to the survival and health of infants and young children.

The State of the World's Mothers, our annual flagship report has become part of our tradition in celebrating the Mother's day and highlighting issues around maternal and infant health. In May 2012, we released the 13<sup>th</sup> annual report, calling for global action to break the vicious cycle of maternal and infant malnutrition. In July 2012, we also released the global report of Child Development Index. A number of media bodies covered the two reports.

We also invited Che Xiao, a famous Chinese actress, to participate in a public benefit advertisement on the theme "Let me play, and play together with me" as an early childhood development ambassador; the advertisement was posted at over 40 bus shelters in downtown Beijing.

We work constantly to strengthen our cooperation with supporters, proactively involve volunteers from the business sector in our work, and encouraging them to share their personal experiences to help people understand the needs and views of children.

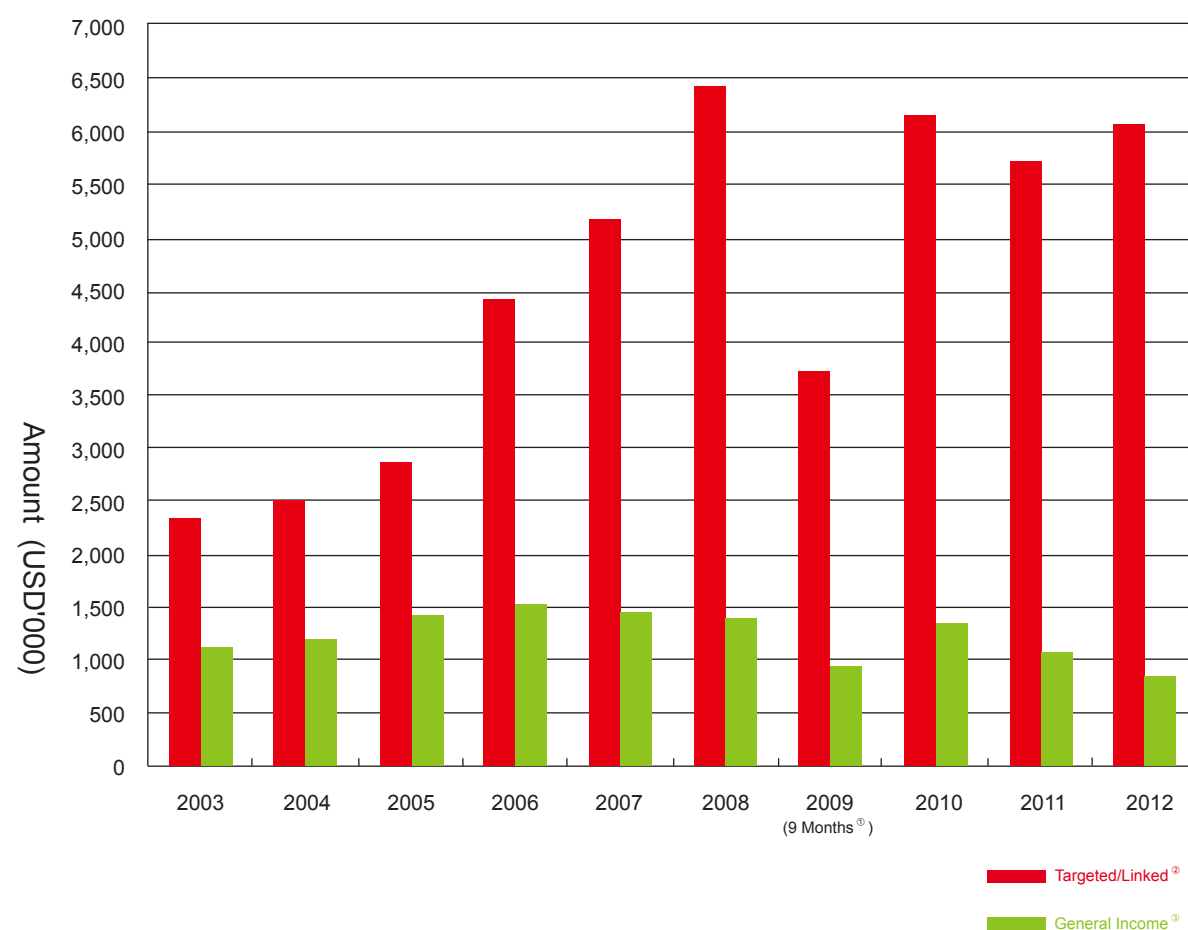


- Page 20
- 1 Children participating in the training workshop on disaster prevention and reduction drawing their ideal safe campus.
  - 2 On April 25, 2012, Save the Children conducted disaster reduction activities in Boda school and distributed brochures on disaster prevention and reduction to students.
  - 3 Students in Boda School participating in a drill for safe evacuation.
- Page 21
- 1 Approximately one thousand Chinese children participated in the child-led event "Race for Survival" in 2012, drawing public attention to child hunger and malnutrition issues.
  - 2 Students from Huangzhuang School in Beijing at the "Race for Survival" event
  - 3 "Save the Children Team" participating in 2012 Beijing Marathon with the theme "Running for Charity".
  - 4 Volunteers cheering for the "Save the Children Team".



# Our finances

## Annual expenditure 2003 - 2012



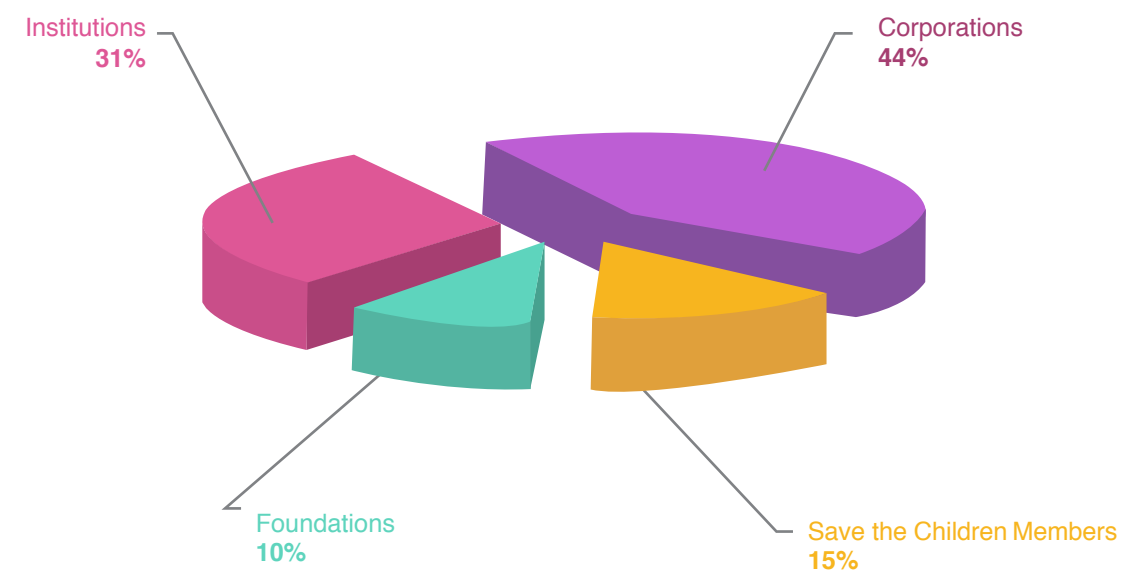
### Remarks:

① The financial year from 2003 to 2008 was from 1<sup>st</sup> April to 31<sup>st</sup> March of the next calendar year. In 2009, the financial year was re-aligned with the calendar year. As a result, FY2009 has only 9 months from April to December. The financial years from 2010 to 2012 were from 1<sup>st</sup> January to 31<sup>st</sup> December.

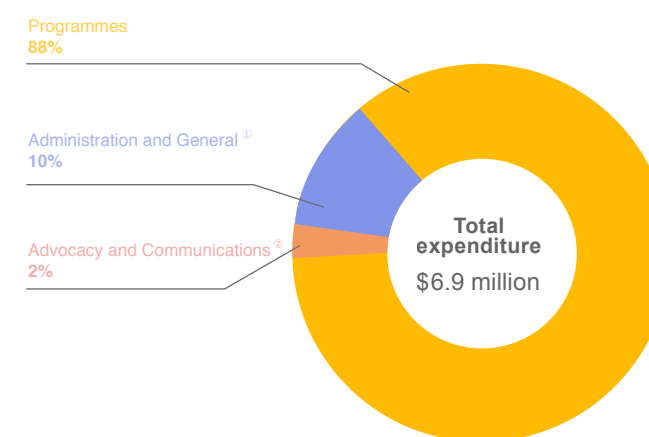
② Targeted/Linked Income is allocated for specific purpose by donors and therefore only allowed to be spent in line with the purpose for which it was donated. A written agreement is made which specifies or restricts the funds to a particular set of activities.

③ General Income refers to funds whose usage is not restricted to a specific purpose by the donor. Save the Children determines where and on what these funds are to be spent.

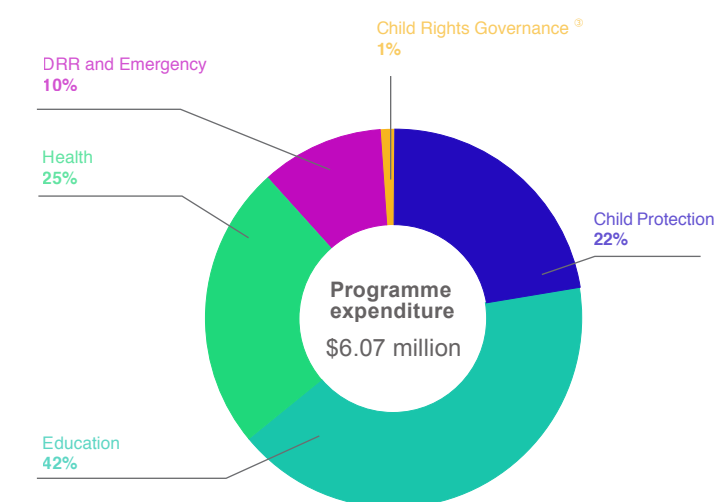
## Income sources 2012 by type of donor



## Expenditure 2012 by sector



## Expenditure 2012 by programme area



### Remarks:

① Administration and General refers to the support cost for overall programme management, including support staff salaries, office running costs and essential management training costs.

② Advocacy and communications refers to activities ranging from research, publications, media engagement to networking. The purpose is to raise public awareness of child rights and to influence policy making at national and local levels.

③ Child rights governance aims to build societies that fulfil children's rights by establishing and strengthening the governance system necessary for states to effectively implement the United Nations Convention on the Rights of the Child (UNCRC) and other child rights obligations.



# Our supporters

Save the Children’s ambitions for children is not secured by us alone. Our work would not be possible without the support of our partner institutions and corporations, or that of like-minded individuals who share our commitment to achieve immediate and lasting changes in children’s lives. We are deeply grateful for their interest and concern for the well-being of children and their families in China.

(In alphabetical order)

## Institutions

- Embassy of the Kingdom of the Netherlands in China
- European Commission
- Ministry of Foreign Affairs of Denmark
- Government of the Hong Kong Special Administrative Region
- Swedish International Development Agency
- UK Foreign and Commonwealth Office
- Chinese International School of Hong Kong
- Renaissance College Hong Kong
- Jersey Overseas Aid Commission

## Foundations

- Anesvad Foundation
- MERCY Malaysia
- Oak Foundation
- One Foundation
- Siyuan Foundation

## Save the Children Members

- Save the Children Australia
- Save the Children Hong Kong
- Save the Children UK
- Save the Children United States

## Independent Donation

- Janet Wu

## Corporations

- Accenture
- Alcatel-Lucent
- ASML Foundation
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- Hopewell Charitable Foundation Limited
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- Johnson & Johnson
- Kingfisher
- Kuang Zheng Certified Public Accountants
- Mattel
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- NOVO
- Procter & Gamble
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- Shin Kong Life Foundation
- Swiss Re Foundation
- Target Corporation
- The Arsenal Foundation
- The Boston Consulting Group
- Turner & Townsend
- Twinings
- UBS
- Unilever
- Wrigley Company Foundation



Permission to use the photos in this annual review has been obtained from all the adults subjects concerned or parents / guardians for those under 18. The names of some children have been changed to protect their identity. We would like to thank the volunteer LI Wenjing for her contribution to the graphic design work.





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