

Plan China

Country strategic plan summary for 2006-2010



This document describes how Plan China and its partners will mobilise different resources to improve the welfare and prospects of vulnerable children. It provides the strategic framework for consistent and continued action from 2006 to 2010.

Although China has achieved tremendous achievement in social and economic development in the last two decades, the country is plagued by imbalanced development between the urban and the rural areas, and between regions. The country is experiencing major demographic changes, large scale migration and a diminishing child population.

Plan China's history

Plan has been in China since 1995. In 1999, Plan China entered into a formal partnership with the Shaanxi Women's Federation and started its work in the province, working in education, health, water, sanitation and livelihood. Plan has been working with local partners and organisations which have resulted in significant achievements in many innovative programmes such as helping rural women improve their incomes through training and lending of micro-finance, giving training to kindergarten teachers, improving the condition of the kindergartens and ensuring children are registered when born ensuring they get the education and healthcare that is entitled to them.

Yet, children are still facing many serious threats and challenges. Children do not have sufficient access to quality community health services, and their health status is often undermined by the low level of knowledge and skills of their parents. The majority of children and their families live in areas that are usually deprived of a year round clean water supply and basic sanitation. Families cannot provide adequate support to children's physical and psychological development and their children are unable to obtain quality education that provides basic competencies and guarantees their healthy development. Children, especially vulnerable children in difficult situations, (such as orphans, children of migrant workers, children affected by HIV and AIDs and disabled children) do not have adequate protection and support. Communities and children are not always given opportunities to participate in making decisions that affect their lives. China's growing civil society fails to be an intermediary to link marginalized groups, such as rural children, with the central, regional and local government.

In response to these issues, Plan China works towards achieving the following results during the timeframe of its country strategic plan:

- Children's health is improved.
- Children have access to clean water, and live in communities where basic sanitation is practiced and good hygiene behaviours are observed.
- School aged children receive quality education and care.
- Children, especially vulnerable children, are protected and cared for.
- Families can generate sufficient financial resources to meet their children's needs.
- Children and adults are consulted and participate in the making of decisions that would affect their lives.
- The opinions and ideas of children and communities are heard.

In order to achieve its country goals, Plan China will implement five country programmes:

Maternal and Child Health programme

We work to improve the quality of community healthcare, increase community awareness on health issues, and develop skills of community members to adopt healthy lifestyles for their children and themselves. We do this by helping local authorities to train low cost village doctors, train schoolteachers, develop school based health curricula, and by introducing innovative healthcare programmes.



"Now rural kids can go to kindergarten just like urban kids."

-- Mother of a four year-old in a village



“We have learned a new way to express our feelings in the theatre group.” -- Yanhong, 15-year-old boy

Programme on Advocating Children’s Rights

We advocate for the rights of all children in China. Our work enables children to improve their own lives, to participate in social development, and to access relevant information and articulate their views. We co-produce research on social security for children, on children in difficult situations and on national birth registration. At the same time, we raise awareness and advocate for a legal protection network against child abuse and neglect, and campaign for birth registration of all rural children.

Education programme

We strive to improve the quality of education for children in cooperation with communities and government. We work with them to analyse the impact of policies and to advocate to decision makers the adoption of best practices. The projects focus on:

- Supporting local education authorities to develop effective methods of teaching and learning for children.
- Training teachers, and creating incentives for them when they apply new and effective teaching methods.
- Providing opportunities and skills to children and parents to participate and feedback on how their schools are managed.
- Helping in getting children ready for school.
- Helping local education authorities acquire the ability to provide more supportive supervision to schools.

Water, Environment and Sanitation Improvement programme

We strive to:

- Facilitate community led initiatives through raising awareness and providing training, to local communities, to manage delivery of safe water supply.
- Promote environmental sanitation and good hygienic behaviours.
- Provide financial and technical support to improve sanitation facilities and help the communities purchase and use the most suitable latrine facilities.
- Help them manage their own natural resources.
- Work with children and schools to improve the learning environment with libraries, playgrounds, heating and wash rooms amongst other things.

Sustainable Livelihood programme

We help women, families and community members to increase their incomes by:

- Providing training on raising animals and raising crops.
- Providing loans for their livelihood activities such as raising and selling animals, growing higher value crops or making handicrafts.
- Helping them acquire knowledge on financing and marketing.
- Providing vocational courses for young adults.



We should protect our environment and the water source, while paying attention to personal hygiene.

Programme strategy

Children are involved throughout the creation and the implementation of this country strategic plan. Plan China not only addresses issues children are faced with but also strives to tackle the causes of these issues and to bring changes to the systems and environment in which children grow up. Children, families and communities participate in development activities and processes, from planning to implementation, monitoring and evaluation of projects and programmes. Plan China works with communities to create sustainable improvements through integrated programmes on education, health, livelihood, environment and relationship building.

Plan China will focus its work at three levels: 1) improving the skills of, and the environment for, children, families and communities Plan China directly works with; 2) enhancing the capacity of government agencies and non-governmental organisations that share Plan China’s vision and mission; and ultimately 3) advocating policy reform and facilitating social changes to ensure social equity and optimise opportunities for children to realise their potential.