

-  Health and Hygiene
-  Child Protection
-  Education and training
-  Housing and environment
-  Livelihood

# CHINA

« Early Childhood Care  
and Development project »

Yunnan province

March 2011 - February 2013

## Project overview



## OBJECTIVE

Improve the access and quality  
of early childhood care and  
development services for  
children aged from 0 to 6,  
particularly girls.





## CONTEXT

Early Childhood Care and Development (ECCD) refers to a holistic approach focusing on the physical, emotional, social and cognitive development of infants from 0 and 6.

In China, ECCD services are not included in the compulsory education system. It is not a government priority so that the investment dedicated to this sector only accounts for 1.3 to 1.5% of the total national educational expenditure.

Although the Chinese government has made some progress since the early 1990s, there are still some major challenges to take up.

Access to kindergarten services is limited, especially for girls. Quality services are lacking and quality varies enormously according to localities. Kindergarten often do not even respond to the child development standards. This situation holds true for the whole country, but especially for rural and poor areas. Children living in these areas, are still largely denied the opportunity to go to kindergarten and the access to services promoting their development, giving the children from urban areas a head start on them.



## STRATEGY OF INTERVENTION



The project aims to increase availability, accessibility and quality of ECCD services for preschool children. It aims at promoting benefits of these services within rural and remote communities.

The project will improve infrastructure and equipment of kindergartens and access to these schools. The quality of children's education will be increased through teachers' training addressing issues related to ECCD such as education, nutrition and child protection.

The project will also focus on improving the health of young children, especially girls and vulnerable children, through parent training in good nutrition.

The project will raise the awareness of parents and community members on the importance of ECCD for awakening, wellbeing and development of their children. Furthermore, communities will have to work in partnership with preschools.

### Intervention zones

15 villages of Lychun and Jinping counties in Yunnan province, located in the far southwest of China.

### Beneficiaries

1000 children, uppermost girls, will frequent kindergarten in 15 villages. More than 1000 children will receive comprehensive services from Community Child Centers. Around 3000 parents, 40 teachers and 150 community members will benefit from project activities.





# ACTIVITIES

## Preschools improvement

Plan China will provide equipment and furniture to improve existing infrastructures and complement the existing equipment of the 15 preschools. From the local cultural resources, the children with the support of their teachers will also make their learning environment more friendly, in particular by the decoration of the premises. Some schools will benefit from the construction of prefabricated buildings.

## Awareness raising and training

A mobilisation campaign will be conducted with communities to encourage parents to send their children, especially girls, to kindergartens. The aim of the project is to enrol at least 500 children. Steps will also be taken to lobby local authorities in order to reduce tuition fees and thereby provide access to the poorest children. The set up of Kindergarten Management Committees will strengthen the link between parents and preschools, in order to ensure systematic and sustainable quality of services. Training for kindergarten teachers will improve their teaching skills. Teachers will learn new teaching and recreative methods and will better understand the importance of ECCD and good nutrition for children.



## Improvement of health and children nutritional status

In order to reduce the high prevalence of malnutrition among young children in the intervention areas, eggs and milk tablets will be distributed to children attending kindergartens and an additional nutrition meal to vulnerable children under 3, abandoned children and girls. To ensure that the nutritional value of meals will improve on the long term, the project staff will sensitize parents and school authorities on the importance of nutrition for children's development.



## Promotion of ECCD services at community level

Awareness materials in community local languages on Early Childhood Care and Development in combination with talks and debates will bring people to a deeper reflection on the importance of services in their villages.

In 10 of the 15 villages, communities will be guided to create a Community Child Centre. These centres, run by the community, will provide Care and Development activities for children 2 or 3 times a month. Facilitators of Community Child Centres will be trained regularly and supported by the project team. The project aims at providing activities for 1000 children.



## Monitoring and Evaluation

Plan China and its local partners will ensure internal quality and quantity monitoring of the project and will regularly share their results with Plan France. Plan France will communicate the progress made in the project every six months to its donors.

A mid-term review will be conducted by Plan China and its partners to assess progress and results. At the end of the project, a final external evaluation will be conducted. The views of beneficiaries and project stakeholders will be part of each evaluation.

## Focus on children participation

Children's participation is at the heart of this project. The activities were predefined, however, children are free to make changes to the project and develop the activities according to their needs.

In some activities, children will have the role of decision maker and organizer. For example, concerning the promotion of hygiene rules they will be able to help each other. At the same time, children will pass what they learned to the community using their own ethnic dances and songs.

## Sustainability

The project was developed to ensure its sustainability by promoting community participation and project ownership.



## China at a glance

**Capital:** Beijing

**Area:** 9 596 960 sq. km

**Population:**  
1 345 751 inhabitants

**Density:** 136,5 inhabitants per sq. km

**Official languages:**  
Mandarin and Cantonese

**Government:** People's republic of China

**GNI per capita:** \$ 7258  
(France, 2009: \$ 43 990)

**Population** living with less than 1,25 \$ per day: 15,9 % (2000-2008)

**Free public education:** Yes

*Source: UNDP, 2008 ; Unicef, 2009 ; unequalities observatory, 2008*

Plan has been working in China since 1995.



## Budget

The expected total budget for the project duration of 26 months is €262 000.

## Partners

The project will be implemented by Plan China with the "Center for Development of Women and Children in Yunnan province", a NGO founded in 1997 aiming at promoting the development of women and children, living mainly in poor rural remote areas.

Plan France  
Program Department  
September 2011

[www.planfrance.org](http://www.planfrance.org)

