



中国发展研究基金会
China Development Research
Foundation



慧育中国
CHINA REACH
山村入户早教计划

An Introduction to China REACH: China Rural Education and Child Health Program

China Development Research Foundation

2024 June



Who We Are

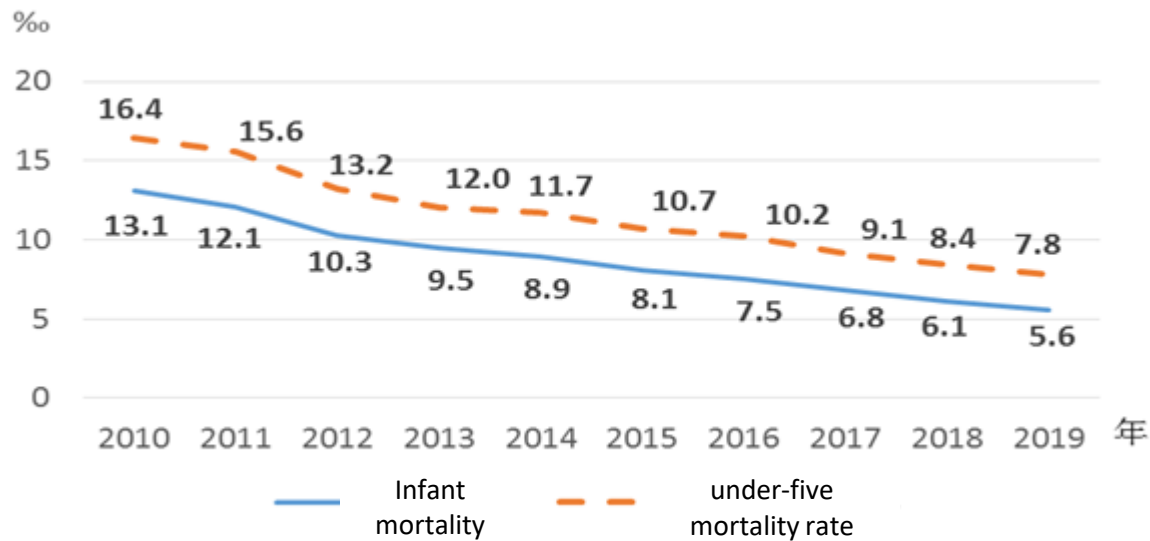
China Development Research Foundation (CDRF)

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China's Early Childhood Health Achievements

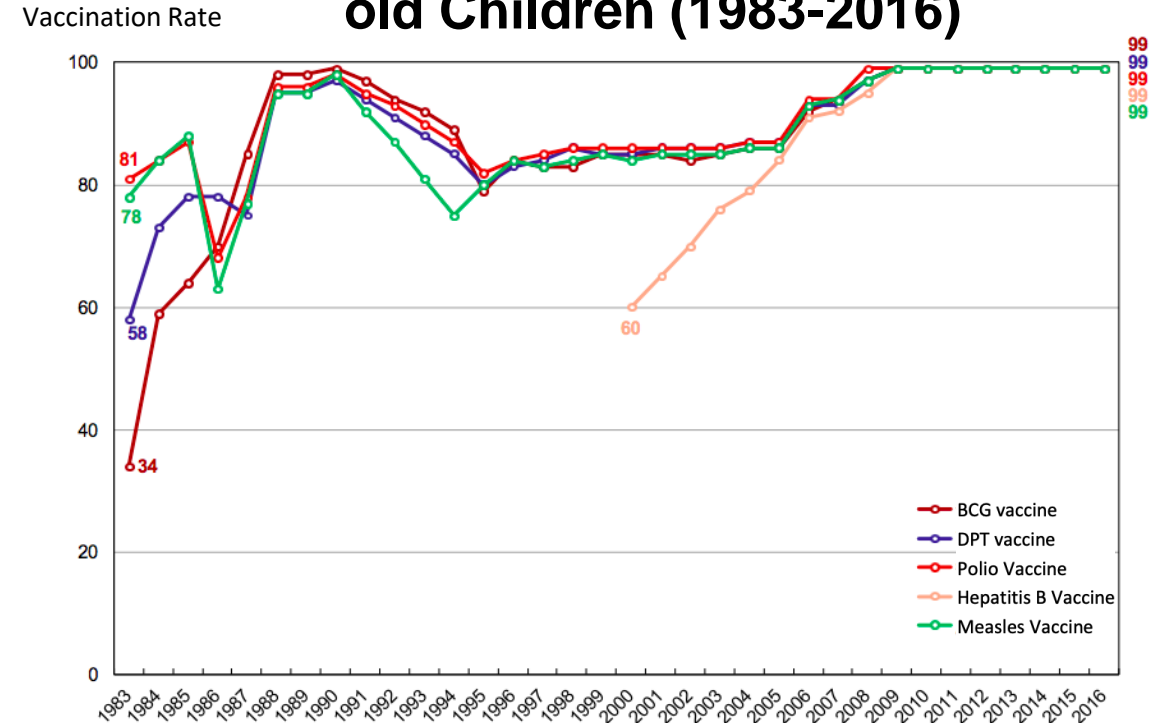
Infant Mortality Rate and Under-five Mortality Rate (2010-2019)



Source: National Bureau of Statistics, Statistical Monitoring Report on China's Outline for Children's Development (2011-2020), 2019

In 2019, the infant mortality rate and the under-five mortality rate will be 5.6‰ and 7.8‰ respectively

Five Major Vaccinations Rate of 1 Year old Children (1983-2016)

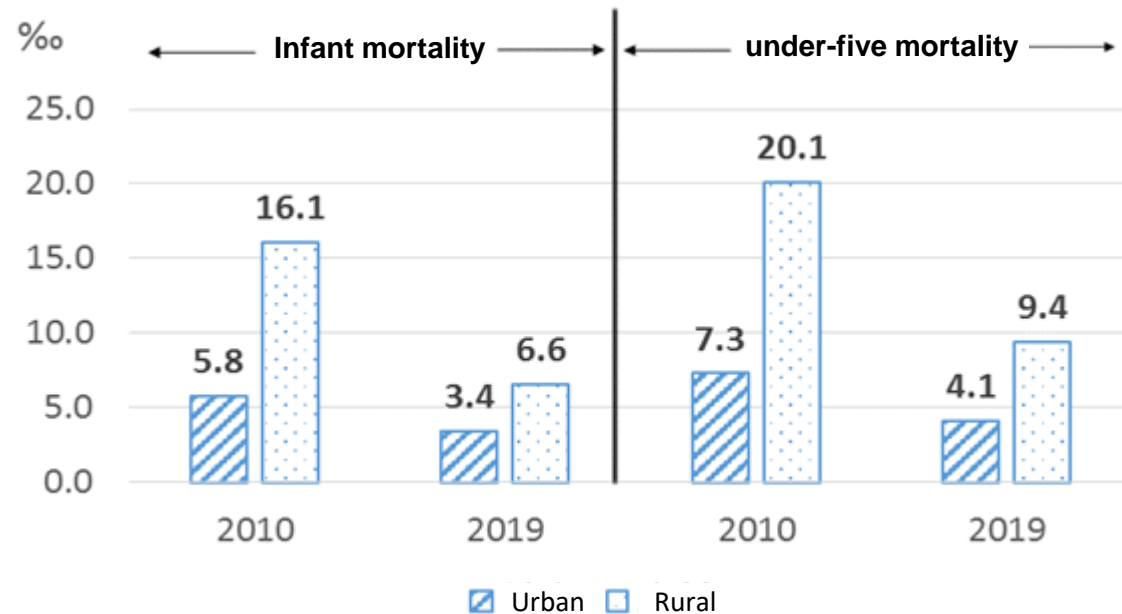


Source: National Health and Health Commission (formerly National Health and Family Planning Commission), World Health Organization and United Nations Children's Fund, Joint Report on Childhood Immunization Coverage, 2017

Since 2009, the national immunization rate for routine vaccines, including BCG, has reached 99%

Urban-rural and Regional Disparities in China's Early Childhood Health Remain Large

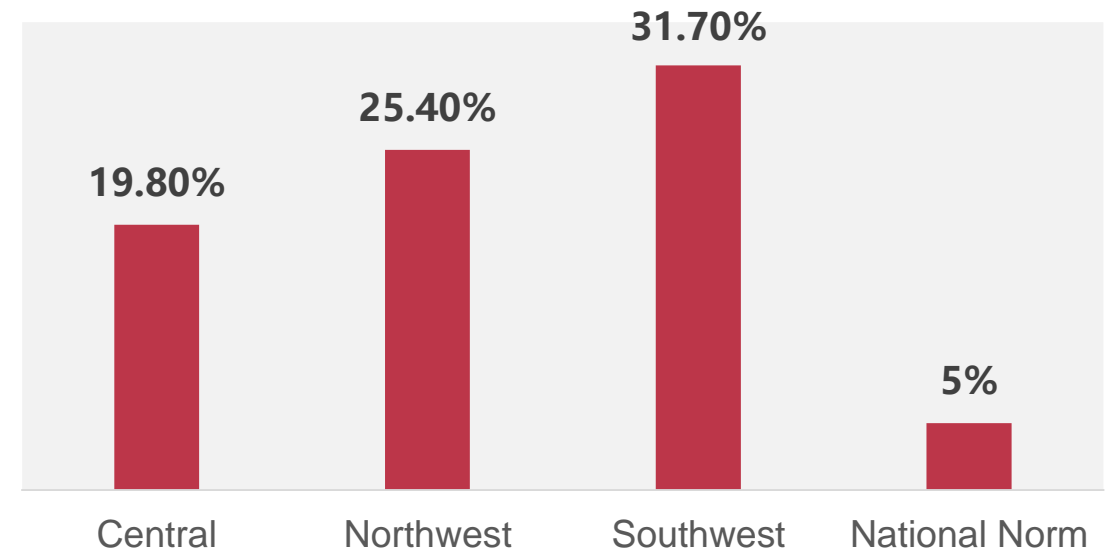
Infant mortality rate and under-five mortality rate, by urban and rural areas (2010, 2019)



Source: National Bureau of Statistics, Statistical Monitoring Report on China's Outline for Children's Development (2011-2020), 2019

In terms of the urban/rural ratio, the infant mortality rate and the under-five mortality rate are 1:1.94 and 1:2.29 respectively, showing that the infant mortality rate and the under-five mortality rate in rural areas are significantly higher than those in urban areas.

Rate of developmental delays in children under 3 years of age (2020)



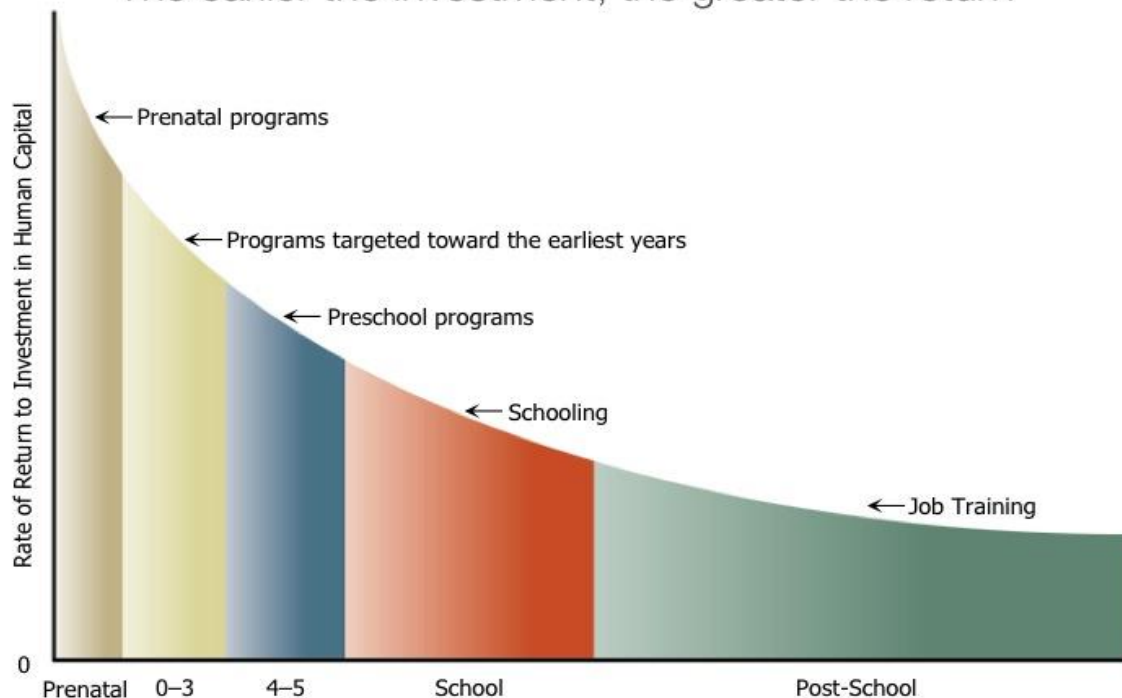
Source: China Development Research Foundation 2020 Survey on Child Development in Poverty Eradication Areas.

There is still a large gap between the cognitive/non-cognitive and other competencies of children aged 0-3 years in poverty-stricken areas and those of urban children, including: gross motor, fine motor, language, social behavior, and adaptive skills

Investing in Early Child is Fundamental to Eradicating Poverty

EARLY CHILDHOOD DEVELOPMENT IS A SMART INVESTMENT

The earlier the investment, the greater the return



Source: James Heckman, Nobel Laureate in Economics

FF

There is strong evidence that shows that early conditions are powerful in shaping cognitive and non-cognitive skills, and early development shapes their later success. Skills beget skills, early investment yields more return (an annual **13.7%** return)

Professor James Heckman

China REACH: China Rural Education and Child Health Program

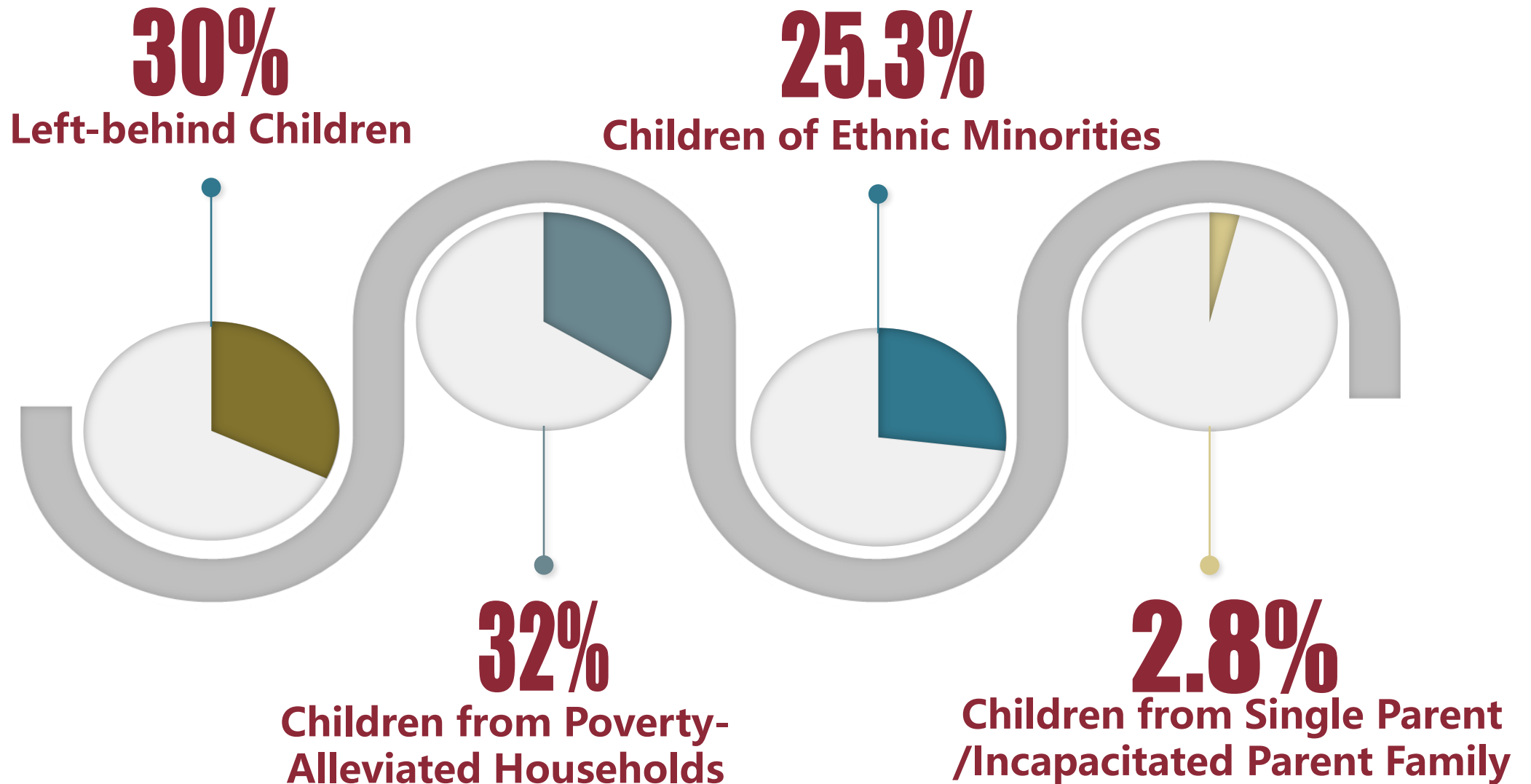
Home visiting for children aged 6-36 months and caregivers in remote and poor rural areas



To date, 24 counties in 10 provinces have been covered,
benefiting a total of 40,000 children



Families of Children Served by China REACH



Source: Family situation analysis of 40,000 children benefiting from the WiseNurture China program by the end of 2023.

China REACH Launched in 2015

Weekly home visit by trained home visitors, 60mins/visit & Group/Center-based activities



10-15 days of pre-service training for service personnel; weekly group lesson planning; organization of 1-2 experience exchanges in pilot counties per year; and occasional capacity-enhancement trainings

Materials: picture books, puzzles, blocks, hand-made toys, etc.



Adapted Reach-Up curriculum;
Re-edited & optimized for national child development

County-Township-Village Management Structure



County Program Office

01

County Coordinator: supervision, instruction, coordination, problem solving, information reporting

Program Assistant: data collection, assistant work

Township Supervisor

02

collective activity preparation

home visitor supervision and instruction

information recording

Home visitor

03

weekly home visiting, toy making,

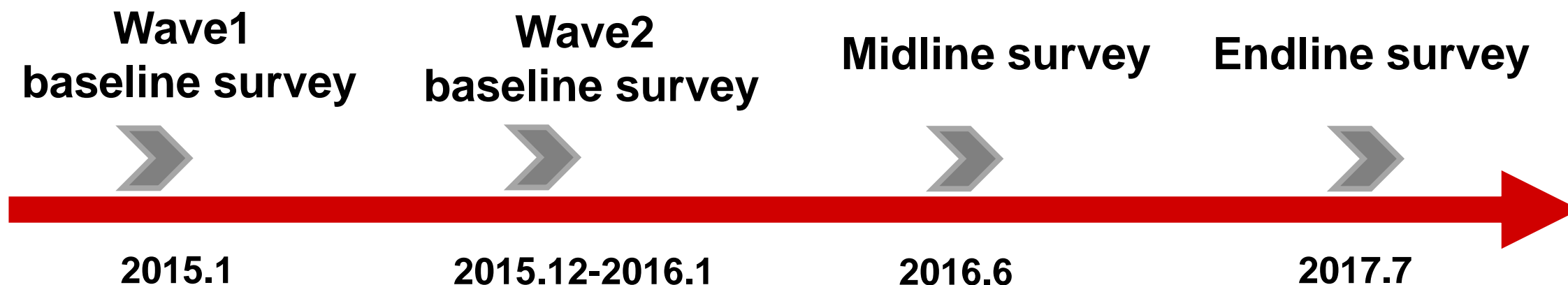
information recording

Randomized Control Trial

Treatment group: home visit & nutrition supplement

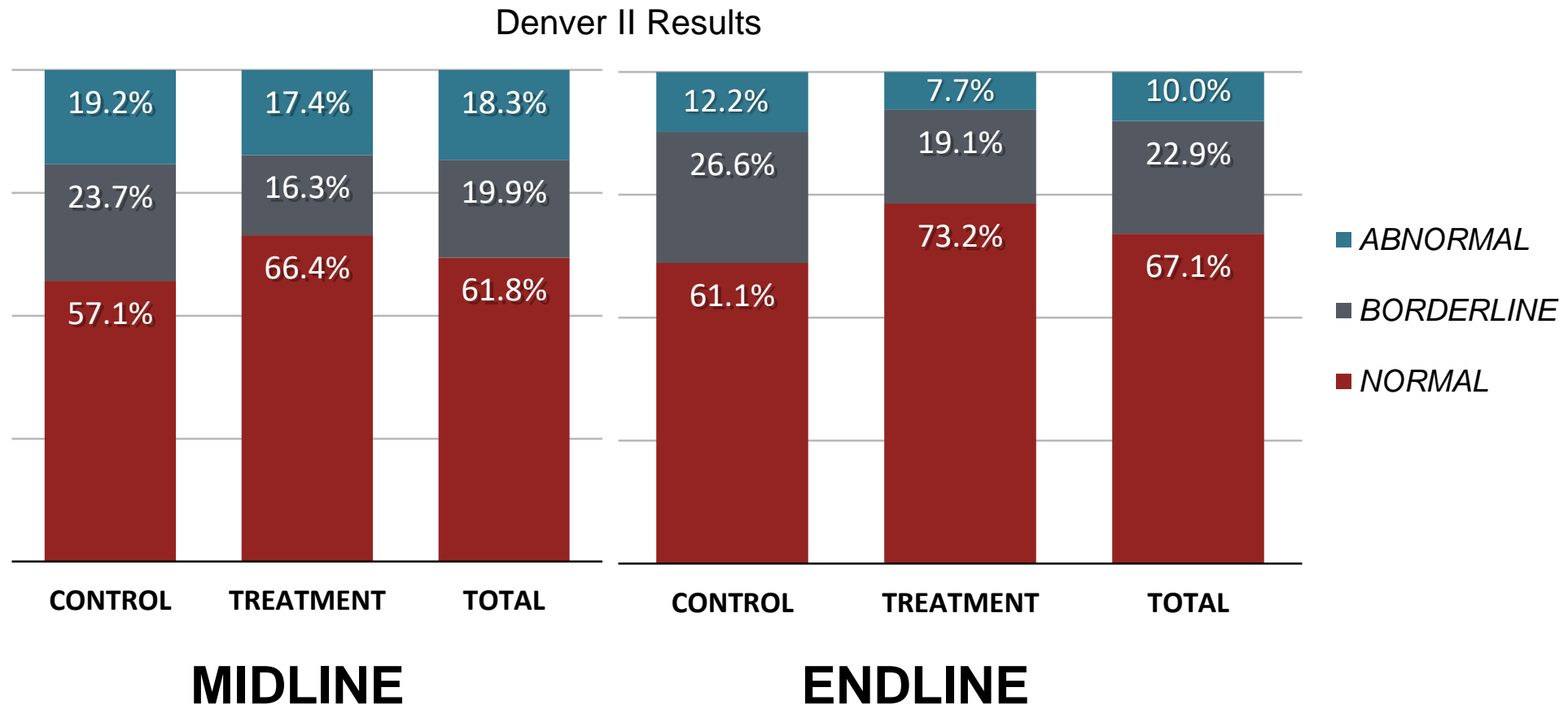
Control group: nutrition supplement

2015-2017, Huachi County, Gansu Province

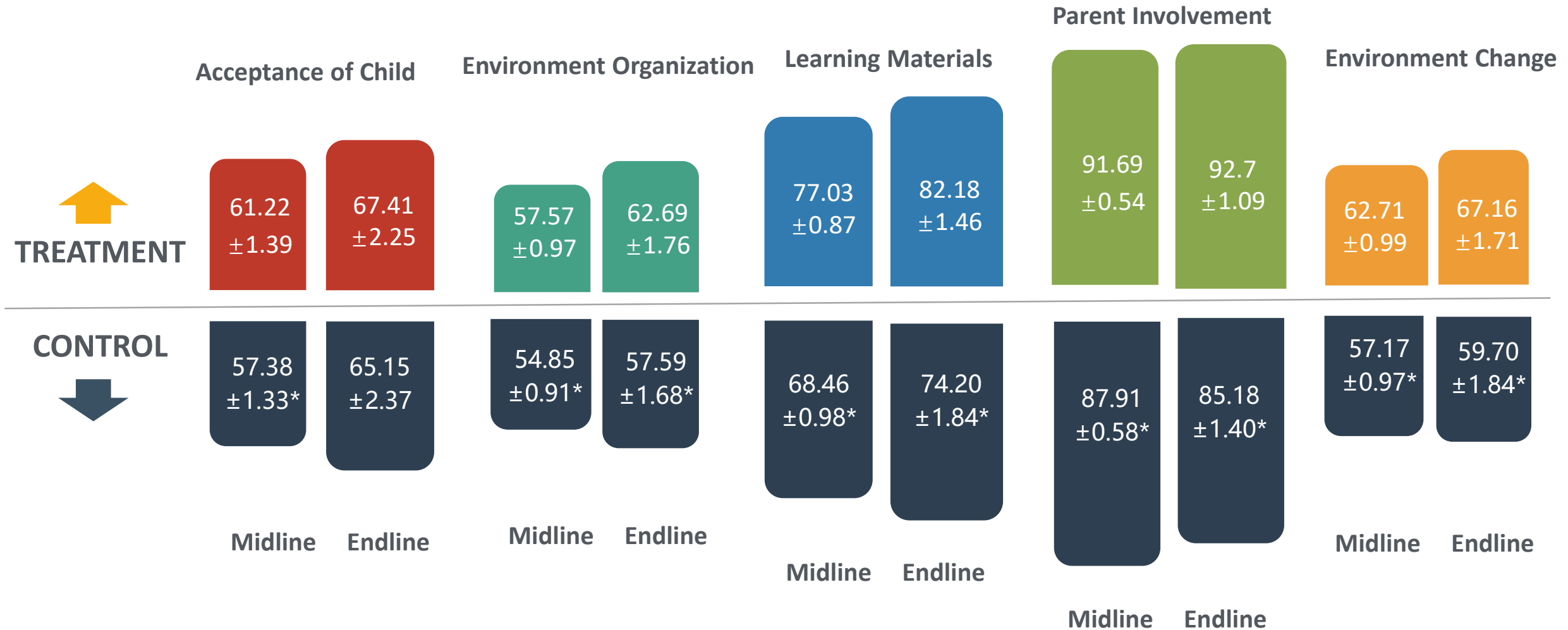


Highly Effective Home Visits Intervention Model

Evaluation of the Effectiveness of Early Childhood Education for 0-3 Year Olds in Households in Huachi, Gansu (2017-2019)

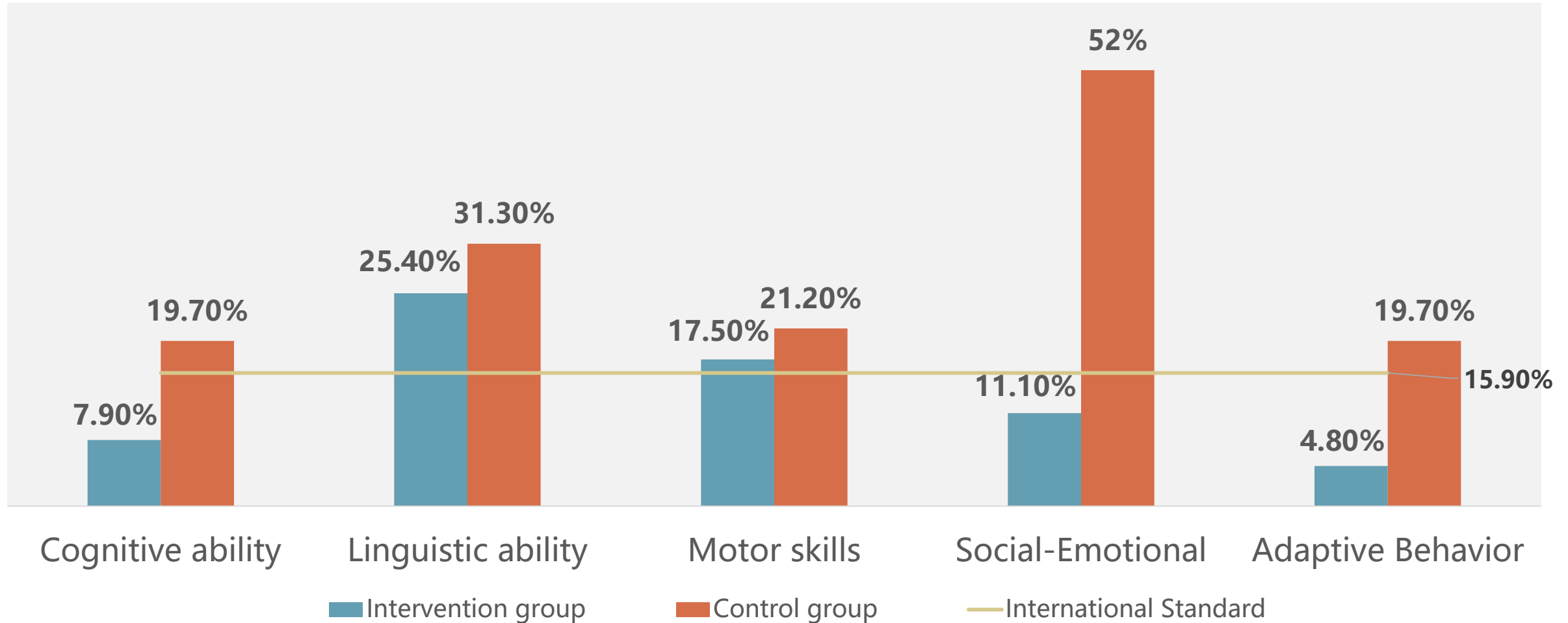


Home Observation for Measurement of the Environment Inventory (HOME) Results



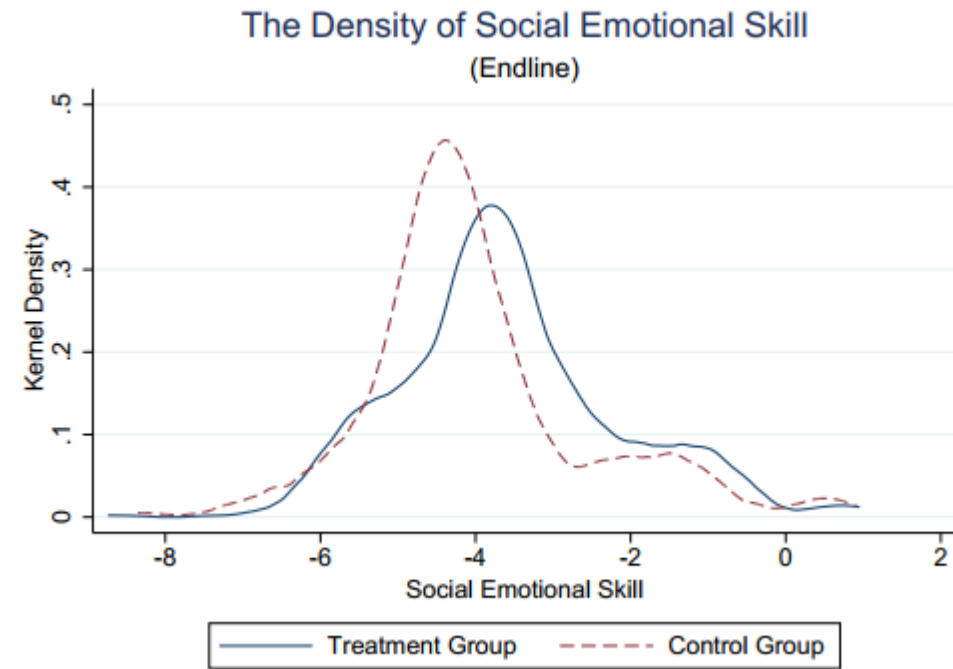
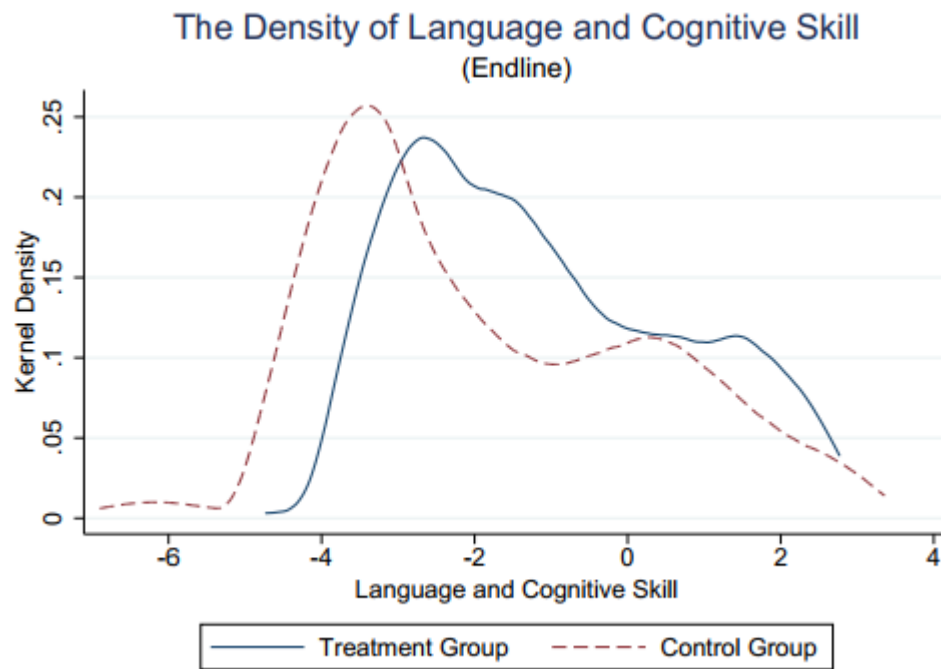
Highly Effective Home Visits Intervention Model

Proportion of children aged 0-3 years with developmental delay in Bijie (compared with international norms)



Highly Effective Home Visits Intervention Model

Prof. James Heckman's team evaluated the effectiveness of home-based early childhood education for 0-3 year olds in Huachi County, Gansu Province (2020): **84%** of children who received the home visit intervention performed better than children in the control group and the improved skills of participating children as a result of home visits would increase the college enrollment of these participants by **38%**.



Source: James J. Heckman et al. (2020). EFFECTS AND THE MEASUREMENT OF SKILLS IN A PROTOTYPICAL HOME VISITING PROGRAM, Working Paper 27356.

Welcomed by Parents and Local Governments



- According to a questionnaire survey conducted by the Foundation in the pilot areas in 2023, more than 95% of parents believed that the household parenting guidance had brought progress to their children, and felt that their children had become “bolder and more polite”; 97% of parents were satisfied with the work of the baby-sitting counselors, and said that they had learned the correct way to raise their children.
- From 2015 to the present, Huachi in Gansu, Ledu in Qinghai, Guzhang in Hunan, Nimu in Tibet, and Jimunai in Xinjiang have realized county-wide coverage of the project; and Guzhang County in Hunan will take over the operation of the project by the county treasury from 2024.

‘A Bright Start for Every Child’ Action Plan: Scaling-Up Effort of China REACH



Provision of early care services for 100,000 children within 2 years, mainly through home-based parenting guidance, to reach the target of “1,000 villages in 1,000 villages” coverage



To reach more children, create greater policy and social impact, and promote the development and implementation of policies related to early care for rural infants and toddlers.



'A Bright Start for Every Child' Program: Scale-Up of China REACH

Mapping of school-age
children in Haidong City



Training for newly
recruited project personnel



Simulation exercise



Expanded point training in Bijie



Training on information
APP for home visits



Initiator field trips
and observations

Future Outlook: Supporting Chinese-style Modernization with High-quality Population Development



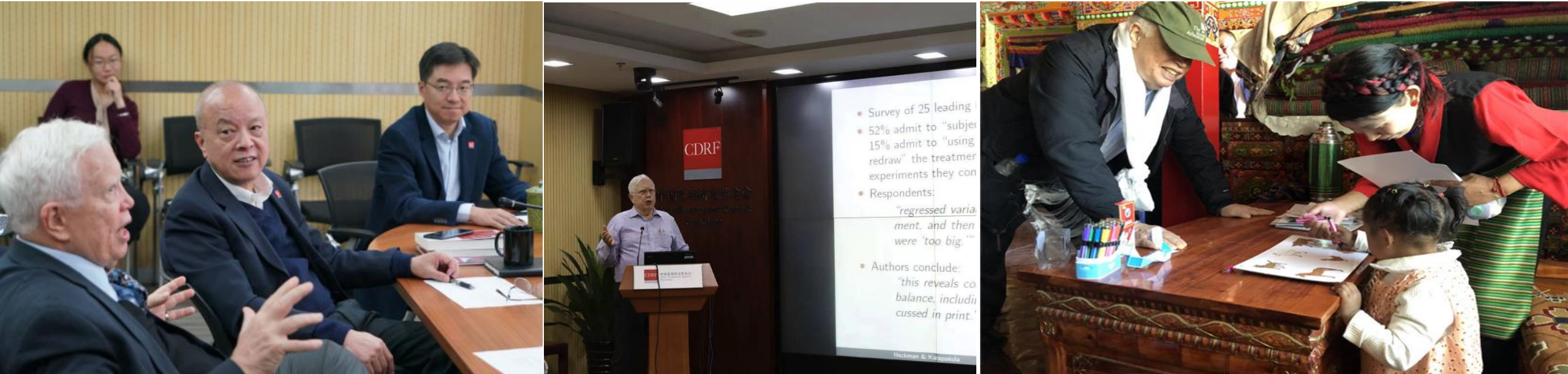
In 2023, President Xi Jinping made it clear at the first meeting of the 20th Central Finance and Economy Commission that high-quality population development will support Chinese-style modernization

Policies related to rural children's health and education have been gradually improved, and the capacity of grassroots healthcare services has been upgraded; the system of children's protection and welfare guarantee has been continuously optimized

In 2019, the General Office of the State Council issued the Guiding Opinions on Promoting the Development of Care Services for Infants and Young Children Under 3 Years of Age

Challenges: There is a wide gap between urban and rural children's development; public service supply capacity for early childhood development in rural areas is insufficient, and there is basically no demand for childcare; there is a gap in policy for the early development stage of 0-3 years of age, and a system of institutional and financial guarantees has not yet been formed at the central level.

Research Collaboration with Prof. James Heckman, University of Chicago



Prof. James Heckman, Nobel Laureate in Economics, visited the Foundation several times to see the Nimu County pilot.

Collaborated with the Foundation in the Huachi pilot to conduct a large-scale long-term tracking study to explore the long-term impact mechanism of home visit interventions and to make international comparisons.

British Early Childhood Development Expert Sally McGregor



Prof. Sally McGregor, as the chief advisor of the China Development Research Foundation's WiseNurture China program, officially authorized China REACH to adapt and use the Reach Up curriculum exclusively in China in 2014.

In 2014, she officially authorized China REACH to adapt and use the Reach Up curriculum exclusively in China.

In June 2019, she participated in the 'Cross-country Comparative Research Workshop on Home Visiting Programs' organized by CDRF in Beijing.

Susan Chang-Lopez Program Specialist, Reach Up Jamaica



Dr. Susan Chang Lopez, an expert in the REACH-UP program in Jamaica, has traveled to China several times to train home visitors and supervisors for the local pilot teams of the China REACH program.



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Thank You!