



**2011 ANNUAL REPORT**  
**Of**  
**New Citizen Health Care Project**

PRESENTED BY



XINTU CENTER FOR COMMUNITY HEALTH PROMOTION, SHANGHAI

JANUARY–DECEMBER 2011



With the organization from Minhang New Citizen Life Center, Aler Ophthalmology provided ophthalmic examination to children. Children were taught on how to prevent myopia and protect the eyes, etc.

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## I. Executive Summary

This annual report describes the progress and outcomes of New Citizen Health Care Project (hereafter referred to as the Project) during January-December 2011. The GSK New Citizen Health Care Project is a pioneer to initiate the integrated community health promotion via health care education and services to migrant population and their family in the city. "New Citizen Life Center" (hereafter referred to as NCLC) was served as a platform to discover the community welfare leaders, build community support network, promote positive behavior transformation, and finally improve targeted community's reproductive health. 2011 is the project's third year, along with the progress of Enterprise-NGO partnership, as well as the branding and standardization of NCLC; we focused on the subject of "Better Community, Better Life". Based on past 2 years' rich experience and successful outcomes, we explored and generated a new mode to carry out health promotion in migrant community. At the same time, a preliminary experiment and exploration had been conducted for standardizing the project, as well as its future national and international promotion.

In 2011, we strengthened the cooperation with local governments and social partners, improved NCLC's brand position and social influence, and brought more attention from social media, enterprises, and volunteers. Along with them, we improved the migrant population's reproductive health and promoted social integration.

2011 is also a key period for us as we were facing a whole new challenge. When keeping the health operation of Sanlin Center, we were developing the community capability of Minhang Center, HongKou Station, and Huangpu Station, which includes the leadership development in a self-governed community, as well as the knowledge and education capability training of health promoters. We also made our first step to bring a community based organization (Sanlin Center) into the national stage - established the 3rd New Citizen Life Center in Beijing. With the support from all colleagues, the Center is in the final preparation stage, and will be put into operation in

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Mar 2012. The New Citizen Life Center is located at Beijing Daxing District. Serving as a milestone of our project, she will bring us endless confidence and motivation, indicating a prosperous future for the community development.

*“ For next step, Life Center will focus on the establishment of a standardized operation procedure, and via the cooperation with other public welfare organizations and enterprises to organize events with bigger coverage and social influence, so as to build the New Citizen Life Center brand as a dedicated institution providing services to migrant population.”*

——NCLC Brand Manger, Yi Liying's speech in 2011 Annual Review Conference



## **II. Achievements and Outcomes**

**During January-December 2011, we completed the following 8 main tasks :**

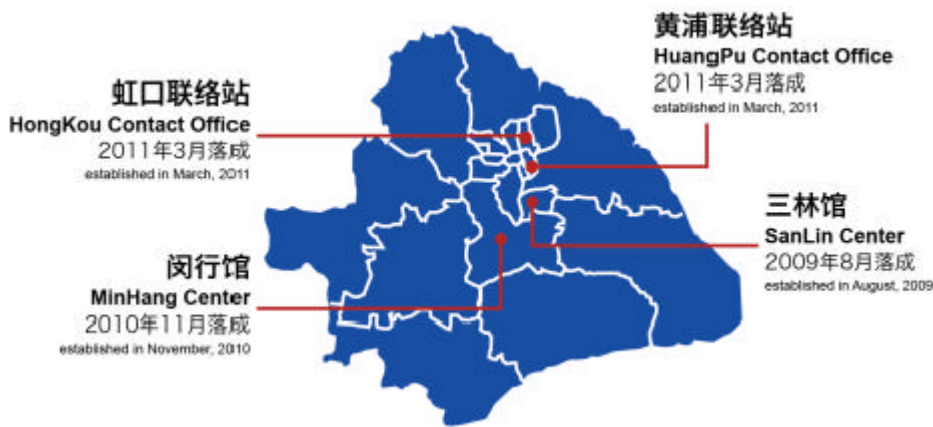
- ✧ Strengthening supportive community network
- ✧ Capacity building of workforce
- ✧ Health promoters ' Field Work and Community Training
- ✧ Community days/campaigns
- ✧ Standardized the community work model and the development of service process framework
- ✧ The establishment of Beijing Center
- ✧ Health education material development
- ✧ Program promotion & advocacy

**The major outcomes of the year of 2011 include :**

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- ✓ 200,000 people informed on migrant health rights and needs;
  - ✓ 22,500 migrants educated on reproductive health knowledge and skills;
  - ✓ 18,510 people joined community days/campaigns;
  - ✓ 1,250 migrant female received free gynecological health screening;
  - ✓ 200 migrant male received general physical examination;
  - ✓ 400 migrant children received free ophthalmic examination;
  - ✓ 178 migrant group activities organized;
  - ✓ 60 migrant female received standardized personal service;
  - ✓ 13 community days/campaigns organized;
  - ✓ 2 sets of standardized service process had completed;
  - ✓ 1 community working guide was completed;
  - ✓ 1 “Rotary Leadership Awards” from Shanghai Rotary Club;

## **1. Strengthening Supportive Community Network**

In 2010, our network was expanded from Sanlin to Minhang Center and Huangpu Contact Office. This year, we continued to deepen the cooperation with different parties. When consolidating the community network in Sanlin Center, we developed the health projects at Xinzhuang Contact Office and the Hongkou Contact Office. It should be noted that, due to certain irreconcilable conflicts in the development plan, the cooperation with Xinzhuang Contact Office was ended in August 2011. In accordance with the policy requirements, Fenfa School was merged and converted into Fenfa kindergarten at the end of July 2011 with a new location, while the staff from Minhang Center was retained with their original responsibilities. The place was still on the relocation and decoration status at 2<sup>nd</sup> half of 2011. As a result, the Contact Offices and Centers currently in operation are shown below:



## (1) Strengthen and expand the cooperation with the government at all levels

- **Pudong District Community Committee Meeting**



On May 18<sup>th</sup> 9am, the first Community Committee meeting was held in NCLC Sanlin Center. A total of 10 people attended meeting including leaders from Sanlin government and 5 City-Villages ruled by Sanlin Village (all lived with substantial migrants), staff members of Xintu, the representatives of community entrepreneurs, and community representatives:

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- ✓ The meeting clearly defined the responsibility and functionality of the Community Committee, which were generally accepted by all attendees. It was confirmed that all members will actively participate in Community Committee's work, to make more contributions to the Community Committee.
  - ✓ Xintu project director briefed the work to Community Committee. All committees highly praised NCLC's brand influence and expressed their great expectations to its future development. The comprehensive support will be provided to help the development of NCLC.
  - ✓ Community members gave their opinion on the operation of NCLC, as well as certain suggestions on the development of Contact Office. Community entrepreneurs and representatives of community residents also described how Life Center changed and influence their life.
  - ✓ Wang Ziwen, director of Sanlin Village Social Development Office, gave a speech at the meeting, as he will continue to fully support the development and expansion of NCLC. On behalf of the Community Committee, Mr. Wang agreed on NCLC's development model, and they also expected more community resources to be located to further support the development of NCLC.
- **An discussion meeting between leaders from Sanlin Town and NCLC: to provide strong support**





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Sanlin Village is the first key community reached by NCLC; therefore, the support from local government is particularly important for our future progress. November 15, 2011, leaders and staff from Sanlin Government had a discussion meeting with Life Center's key members, meeting details are as follows:

- ✓ a total of 6 participants attended the meeting, including 3 leaders and staff from Sanlin Government, 3 staff members of Xintu and NCLC;
  - ✓ Participants spoke highly of NCLC's outcomes in 2011, fully agreed NCLC's concept of "Create a mutual support community, Promote social inclusion". They also congratulated on the upcoming Beijing Life Center;
  - ✓ Government leaders will provide more support to Life Center, by building up a broader platform with rich resources for its future development.
  - ✓ Both parties reached the agreement on building a harmonious Sanlin community.
- **Leaders from Shanghai government visited NCLC, discussed and developed a blueprint for NCLC's future development**

The development of NCLC has attracted the attention and concerns from the municipal government leaders. November 23 afternoon, the leaders from Shanghai Family Planning Commission and the District Health Bureau visited NCLC. The main content is as follows:

- ✓ A total of 18 participants attended the meeting; the meeting was hosted by Guo Xiaomu – director-general of Xintu. Guo introduced the projects carried out by NCLC, as well as its operational concept, which received great recognition from the municipal government leaders.
- ✓ Participants carefully read the research reports and promotional materials of the projects currently carried out by NCLC, such as Community Research Report, the New Citizen Life Guide. They agreed that NCLC represented a new concept, and all staff had been very careful and thoughtful with their job;

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## ( 2 ) Bring the supportive social network into international stage

- **U.S. Ambassador Verveer visited NCLC**



In 2011, NCLC established the friendship with the U.S. Embassy. A General Ambassador and Ambassador Verveer had been to visit the center. They exchanged their views on the marital relationship in family's daily life, as well as the children's education problems and confusion with community women in NCLC, helped them find the measures for the mutual development of family harmony and community environment. November 14, Ambassador Verveer from U.S. Embassy visited the center, details are as follows:

- ✓ a total of 10 participants attended the discussion meeting, including 3 ambassador and staff from the U.S. Embassy, 3 staff members of Xintu, the key members of NCLC;
- ✓ Ambassador Verveer introduced the measures against domestic violence to the female key members of NCLC, appealed women to become independent by safeguarding themselves with legal weapons when encountering the domestic violence;
- ✓ Ambassador Verveer and her group gave a high appreciation to NCLC's innovative mode and appraised community women leaders as 'Vital Voices'.

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## 2. Capacity Building of the Project Team

An efficient and systematic project team is the prerequisite of the project success. In 2011, we put higher attention to improve team's working efficiency and the standardization of the workflow. Team Working Meeting which was held 2 times a month and monthly Health promoters Working Conference gave team members the opportunity to regularly exchange their opinion and experience. We also produced *New Citizen Health Care Project Management Manual* and *Interns Assistance Procedure on Life Center Daily Work*, which guide the transformation of project implementation into a systematic direction.

### ( 1 ) Capacity Building of Project Staff

- **Standardized project team meeting**



Every half months, the key members of the project team will gather together to discuss the project progress and the problems appeared in past half month. March 15, 2011, NCLC project team meeting was held in Xintu Conference Center, HuangJia Road. The meeting was hosted by Xintu brand managers Yi Liying, attendees include Xintu Director-General: Guo Xiaomu, project director: Zhong Yi, and project manager: Yang Jiaqi. The outcomes are as following:

- ✓ reviewed GSK project's indicators and the progress made in 2011, reviewed completed projects, and clarified this year's general development plan;

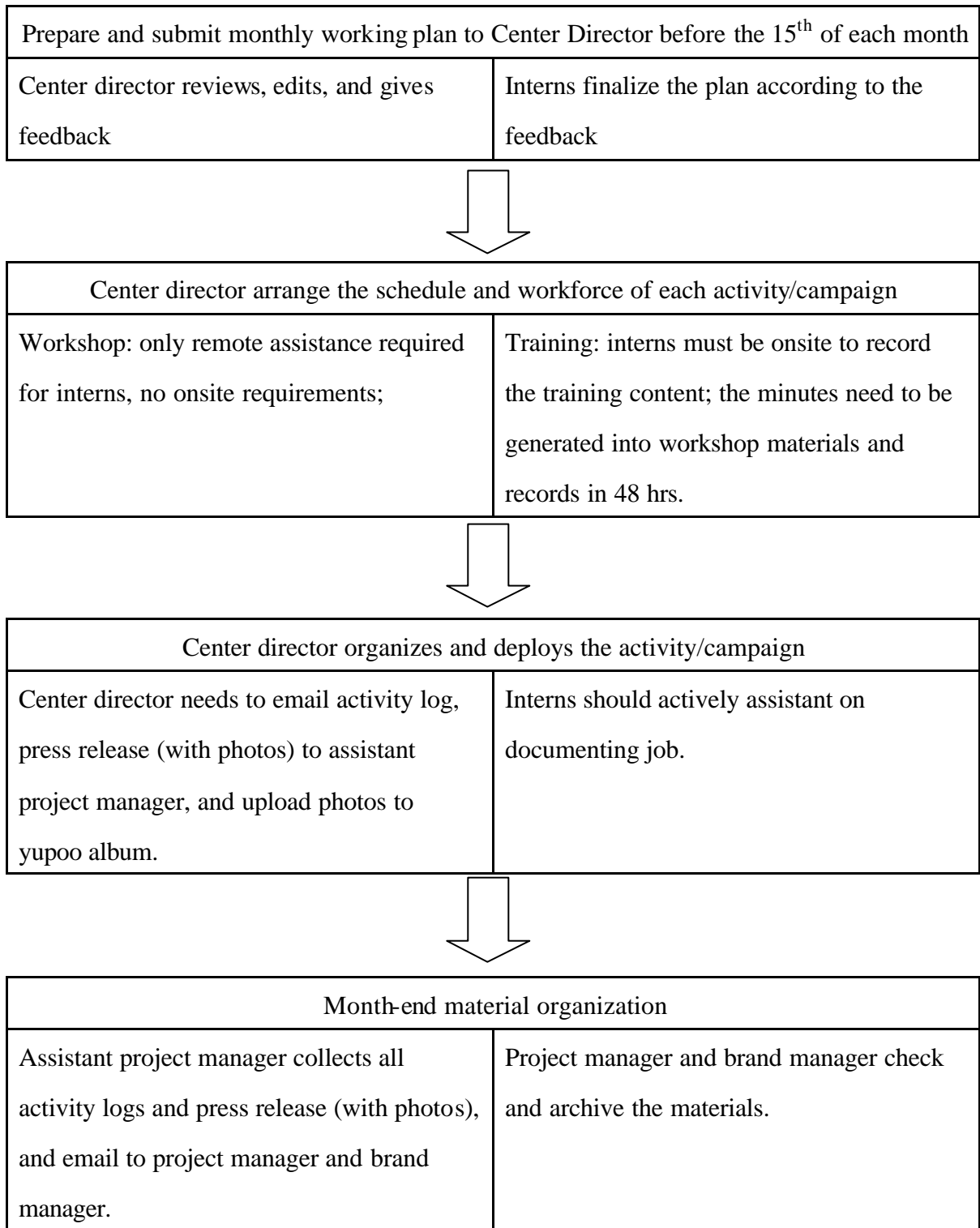
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- ✓ Xintu Director-General, Guo Xiaomu, pointed out that Xintu has to follow up with the standardization model to achieve its sustainable development;
  - ✓ 2011 project budget was basically completed, with the budget allocated into each sector being determined. The success of our work depends on a reasonable budget control, so as to achieve expected outcomes.

- **The financial management and project daily operation training**



In order to regulate the financial management of each Center and Contact Office, to improve the project's daily operation efficiency, in early 2011, we developed *New Citizen Health Care Project Management Manual* and *Interns Assistance Procedure on Life Center Daily Work*, to clearly define the staff and interns' responsibility and workflow. On the afternoon of April 12, the project manager Yang Jiaqi conducted a staff training session in NCLC Sanlin Center, the outcomes are as following:

- ✓ A total of 13 people attended the training, including 5 persons in charge of each center and contact office, 4 project members from Xintu, and 4 female key members from Life Center;
- ✓ In the meeting, attendees studied on how to use the *New Citizen Health Care Project Management Manual*, and clearly defined the intern's assistance procedure on Life Center Operation -



- ✓ provided training on NCLC financial related issues, including how to paste the invoice, and how to fill Health promoterwork form;

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- ✓ Through this meeting, all Life Center directors had a clear understanding of the future working mode and their responsibilities, which also provided a guide for their working.

## ( 2 ) Capacity Building of NCLC Management Team

In 2011, a group of health promoters with capability, passion, and solid work skills had grown up. How to improve the knowledge level and community education capability of the promoters was a top priority in this year. Different from last year's main target of "Recognizing NCLC", this year, we focused on the improvement of the Health promoters 's and the staff's working capability, as well as their growth on health knowledge. Therefore, a series of higher level knowledge training and capability training were provided to the team members:

- **Health Promoters Monthly Meeting**



As health promoters have gradually become the backbone in NCLC, the monthly health promoter tea break becomes a standardized arrangement. Health promoters were sitting together and shared their work problems and difficulties, discussing how to help themselves and support each other, to bring the healthy development concept

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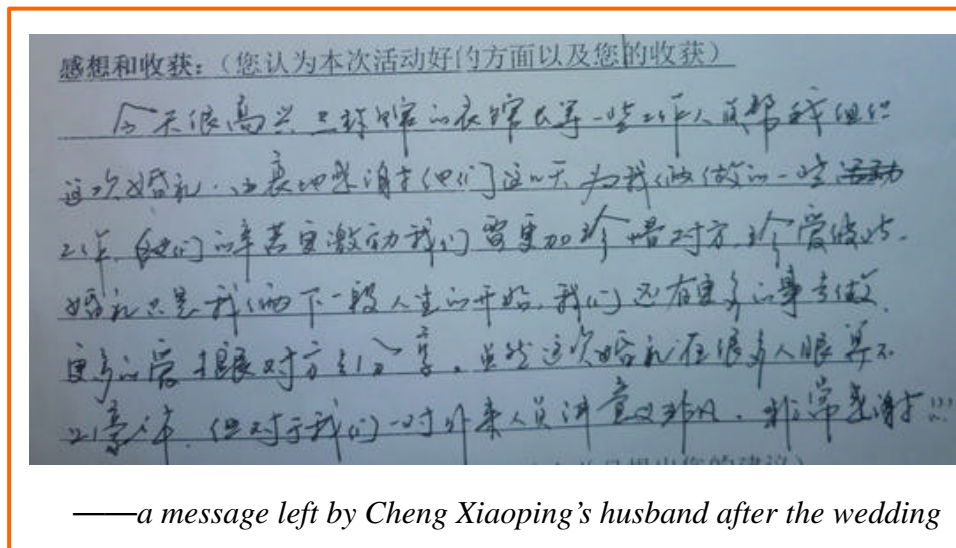
to more people in the community. November 20, health promoters gathered in NCLC Sanlin Center, to exchange each other's working experience from last month:

- ✓ A total of 10 people attended the meeting, including 2 Life Center staff, 8 Health Promoters;
- ✓ The center director Yuan Juxin reviewed the work carried out last month, and discussed the activities including the subject and date that are going to be carried out in December;
- ✓ Health promoters shares the experience of how to "making home visits more successfully", which helped all members to have a deeper understanding on home visits;
- ✓ a health promoter Liu suggested that in addition to the routine health topics, according to the characteristics of each targeted groups, some customized activities could be developed to attract more people to join the Life Center;
- ✓ Finally, the trainer from "Save the Children" Organization provided the maternal and child health training to Health Promoters , including prenatal care, maternal nutrition, etc.

- **To create the internal cohesion among Health promoter team: The Life Center is our home**



It was Dec 18, the International Migrants Day, the health promoter, Cheng Xiaoping, who had worked in Sanlin Center for more than one year, had her wedding held in New Citizen Life Center. The wedding was hosted by the deputy center director Zhang Yuanjia, with over hundreds of guests including relatives, friends and people from community. Cheng Xiaoping is a migrant living in Sanlin Village, who also works as a cashier in a supermarket. In the wedding, she said emotionally: “The reason why I had my wedding to be held at the Life Center is that the people from the Life Center are like my own family, thanks Yuan and other friends for giving me such a memorable wedding, I can feel the warmth and happiness from the family!” Her words vividly illustrated the intimate and friendly brand image that the Life Center was trying to establish in the community in past 2 years. It also showed that the health promoters have established strong sense of belonging and team cohesion to the Center.



### 3. Health Promoter Field Work and Community Training

Health Promoters is the backbone of the Life Center. The development of their capability, along with the improvement of their awareness on their work's importance for the community, plays an important role in the project implementation. In 2011, we enhanced the fieldwork and community-based training on each project. Considerable efforts had been made to increase the depth and coverage of the training's content as well as its level. In 2011, we organized over 70



ambassador training, more than 160 workshops, with a total of 15,475 people received face-to-face community service, The outcomes are as follows:

**(1) Green Harbour**

"Green Harbour" is a set of self-help and mutual aid program designed for women in the community, who, in particular, suffered or are suffering from violence. We firmly believed that women could work together in a safe, friendly environment to improve their life quality.

Participatory workshops and activities were designed based on three themes including the prevention of incident pregnancies, the prevention and response of domestic violence, and the security and self-protection of female, to enhance women's self-protection awareness and their skills to respond to accidental injury, improve their physical and mental health, and reduce their own vulnerability, to build a green safe harbor.

Time	Topic	Location	Activities	Participants	Materials
May 12	Health Promoters counseling	Sanlin	Training	7	1 leaflet
Jun 3	Parent-child communication	Sanlin	Training	50	3 leaflets
Jun 13	The art of marital relationships	Minhang	Training	19	1 leaflet
Jun 17	Parent-child communication	Sanlin	Workshop	50	3 leaflets
Jun 27	The art of marital relationships	Sanlin	Workshop	53	4 leaflets
Jun 30	Parent-child communication	Sanlin	Workshop	15	2 leaflets
Jul	Green Harbour questionnaire	Sanlin	Survey	9	1 leaflet
Jul 5	The art of marital relationships	Sanlin	Games	13	1 leaflet
Jul 6	Parent-child communication	Sanlin	Training	12	1 leaflet
Jul 12	The art of marital relationships	Sanlin	Workshop	15	3 leaflets
Aug 15	Parent-child communication	Sanlin	Workshop	30	2 leaflets
Aug 16	Self-protection of female	Sanlin	Workshop	23	2 leaflets
Aug 21	Self-protection of female	Sanlin	Workshop	27	1 leaflet
Aug 30	Health Promoters counseling	Sanlin	Workshop	13	1 leaflet
Sep 4	Foreign Friends Exchange	Sanlin	Workshop	23	2 leaflets

	Conference				
Sep 14	The art of marital relationships	Sanlin	Training	341	14 leaflets
Sep 24	Yinghua volunteers visit day	Sanlin	Workshop	50	6 leaflets
Nov 23	Self-protection of female	Sanlin	Workshop	9	1 leaflet
Total			18	759	

## (2) Beautiful Women

“Beautiful women” project provided reproductive health support to migrant women, which specially focused on family planning knowledge and how to deal with unwanted pregnancies. In 2011, the beautiful women project organized 4 training, 19 workshops, 3-days community women gynecological screening, and promoted women's health knowledge, as well as over 200 families visit education.

The training is as follows:

Date	Topic	Number of health promoters
Jan.19	Breast knowledge —Prevent and cope with breast cancer	10
May.31	The importance of gynecological examination	9
Oct.18	How to prevent and cope with unexpected pregnancy	6
Nov.29	Cancer prevention—Improve your immunity	11

Workshop:

Date	Topic	Location	Participants	Organizer
Feb. 27	Breast knowledge —Prevent and cope with breast cancer	Sanlin NCLC	18	Yuan Juxin
Mar. 11	Breast knowledge —Prevent and cope with breast cancer	Sanlin NCLC	16	Yuan Juxin
May 10-12	Organized women to take gynecological examination	Yangsi Hospital	1253	Health promoters team

May 14	Asthma prevention	Sanlin NCLC	30	Interns
May 31	Beautiful Women, Wonderful Life	Minhang NCLC	40	Zhang Fangyuan
July 1	Gynecological knowledge — how to use condoms	Li Jiazhai	9	You Juan
July 2	Discuss how to persuade husbands to use condoms	Zhu Jiazhai	11	You Juan
July 5	The importance of gynecological examination	Jiufeng Village	18	You Juan
July 5	Breast and cervical care	Sanlin NCLC	28	Zhang Yuanjia, Cheng Hongjian
July 6	General knowledge about cervicitis	Xiao Yaofeng	10	You Juan
July 6 Night	Female body culture —Happy dancing party	Sanlin NCLC	24	Zhang Yuanjia, Yuan Juxin
July 7	Knowledge about lobular hyperplasia	Huanxi Team	8	You Juan
July 7	The importance of gynecological examination	Yangxin Vegetable Market	13	Cheng Hongjian
July 28	Gynecological examination—Lobular Hyperplasia	Yaoxing Team	12	Cheng Hongjian, Le Tiantian
July 29	The importance of gynecological examination	No. 100 ,Huanxi Team	25	Cheng Hongjian, Le Tiantian
Aug. 19	The importance of gynecological	Children's	30	Yuan Juxin,

	examination	Playground		Zhang Yuanjia
Aug. 20	The importance of gynecological examination	Xinchun Village	13	Yuan Juxin, Zhang Yuanjia
Sept. 27	How to detect and cope with unexpected pregnancies	Zhu Jiazhai	22	You Juan
Oct. 11	The introduction of abortion	Guijing Village	15	Yuan Juxin
Nov. 23	The importance of gynecological examination	Children's Playground	21	Chen Yun
2011	Door to Door distribution of various knowledge	Five Villages	683	Health promoters team
Total			2299	

### (3) Good Lucky Mums

“Good Lucky Mums” project targeted migrant women and children and their families, including both the new residents and the people lived more than one year in the community. The project provided the maternal female health care, infant and child health care and health consulting. Through integrated interventions, including developing migrant women to become health promoters, certain tools were developed to carry out mutual-supported maternal and child health care services, enhance the migrant women’s self-help and mutual aid capabilities. In 2011, Good Lucky Mums project organized 25 training and workshops, 326 people received face-to-face service.

Time	Topic	Location	Activities	Participants	Material
Jun 2	The pros and cons of wearing split-pants	Minhang	Training	9	4 leaflet
Jun 10	Puerperium care	Sanlin	Training	10	1 leaflet

Jun 13	The pros and cons of wearing split-pants	Sanlin	Workshop	29	3 leaflet
Jun 15	Good Lucy Mun onsite questionnaire	Minhang	Door to door propaganda	10	1 leaflet
Jun 18	Good Lucy Mun onsite questionnaire	Sanlin	In-house propaganda	10	1 leaflet
Jun 20	Children nutrition	Sanlin	In-house propaganda	10	1 leaflet
Jun 23	Good Lucy Mun onsite questionnaire	Sanlin	In-house propaganda	10	1 leaflet
Jun 25	Good Lucy Mun onsite questionnaire	Sanlin	In-house propaganda	10	1 leaflet
Jun 30	Good Lucy Mun onsite questionnaire	Sanlin	In-house propaganda	10	1 leaflet
Jul 7	The pros and cons of wearing split-pants	Sanlin	Workshop	10	2 leaflet
Nov 25	How to prevent children's cold	Sanlin	Training	15	4 leaflet
Dec 13	Nutrition for Pregnancy	Sanlin	Training	9	1 leaflet
Dec 19	Parent-child games	Sanlin	Interactive games	12	1 leaflet
Dec 21	Parent-child early education	Shuanglin Kindergarten	Interactive games	50	1 leaflet
Total				326	

#### (4) Harmonious Family (HIV/AIDS Prevention )

The project aims to improve the migrant autonomous organization's sensitivity of HIV/AIDS/STDs, and enhance their corresponding self protection and intervention skills. A series of training, team

building and health intervention activities were conducted to improve community's capability of preventing and copying with sexually transmitted diseases and AIDS.

Time	Topic	Location	Activities	Participants	Material
Jun.1	How to prevent sexually transmitted diseases	Sanlin	Training	12	1 leaflet
Jun.11	Men's health care, to celebrate the Fathers Day	Sanlin	Workshop	500	1 leaflet
Jun.27	The transmission of AIDS	Sanlin	Workshop	53	4 leaflets
Jul.25	World Hepatitis Day	Sanlin Hongkou	Workshop	29	1 leaflet
Jul.26	The introduction of Hepatitis B	Sanlin	Training	12	1 leaflet
Jul.27	The introduction of Hepatitis B	Sanlin	Training	21	1 leaflet
Jul.27	The introduction of Hepatitis B	Sanlin Hongkou	Workshop	30	1 leaflet
Jul.28	The introduction of Hepatitis B	Sanlin	Workshop	10	1 leaflet
Jul.30	The introduction of Hepatitis B	Sanlin	Workshop	16	1 leaflet
Aug.5	The transmission of AIDS	Sanlin	Workshop	12	1 leaflet
Aug.20	The transmission of AIDS	Sanlin Hongkou	Workshop	30	1 leaflet
Oct.14	Hand Washing Day&Men's Health Day	Sanlin	Workshop	58	2 leaflets
Total				879	

### (5) Adaption to City Life

The project supported migrant families to adjust to city life, improve the migrant community's social support network. By taking the improvement of immigrant community's social capital as the target, we developed counselors to introduce the knowledge of city adaptation, and organized workshop and training. A serial of educational material and brochures were developed to better promote and replicate the similar model in other communities. In 2011, NCLC organized a variety

of activities including English classes, computer classes, and adult dancing classes, with the number of participants reached 5,000 people.

Time	Topic	Location	Activities	Participants	Material
Feb.25	Painting classes	Sanlin	Training	120	3 months
Mar.5	English classes	Sanlin	Training	4000	10 months
May.12	Member birthday party	Sanlin	Meeting	21	2 leaflet
Jun.1	Summer Holiday Safety Education	Sanlin Minhan g	Training	100	3 leaflet
Jun.12	Member birthday party	Sanlin	Meeting	23	1 leaflet
Jul.5- Dec.30	Adult dancing classes	Sanlin	Training	1440	60 leaflet
Jul.12	Member birthday party	Sanlin	Meeting	25	1 leaflet
Aug.12	Member birthday party	Sanlin	Meeting	24	2 leaflet
Sep.12	Member birthday party	Sanlin	Meeting	50	4 leaflet
Oct.12	Member birthday party	Sanlin	Meeting	26	2 leaflet
Nov.12	Member birthday party	Sanlin	Meeting	20	1 leaflet
Dec.12	Member birthday party	Sanlin	Meeting	100	7 leaflet
Total				5949	

#### 4. Assist the community to independently organize Community Day

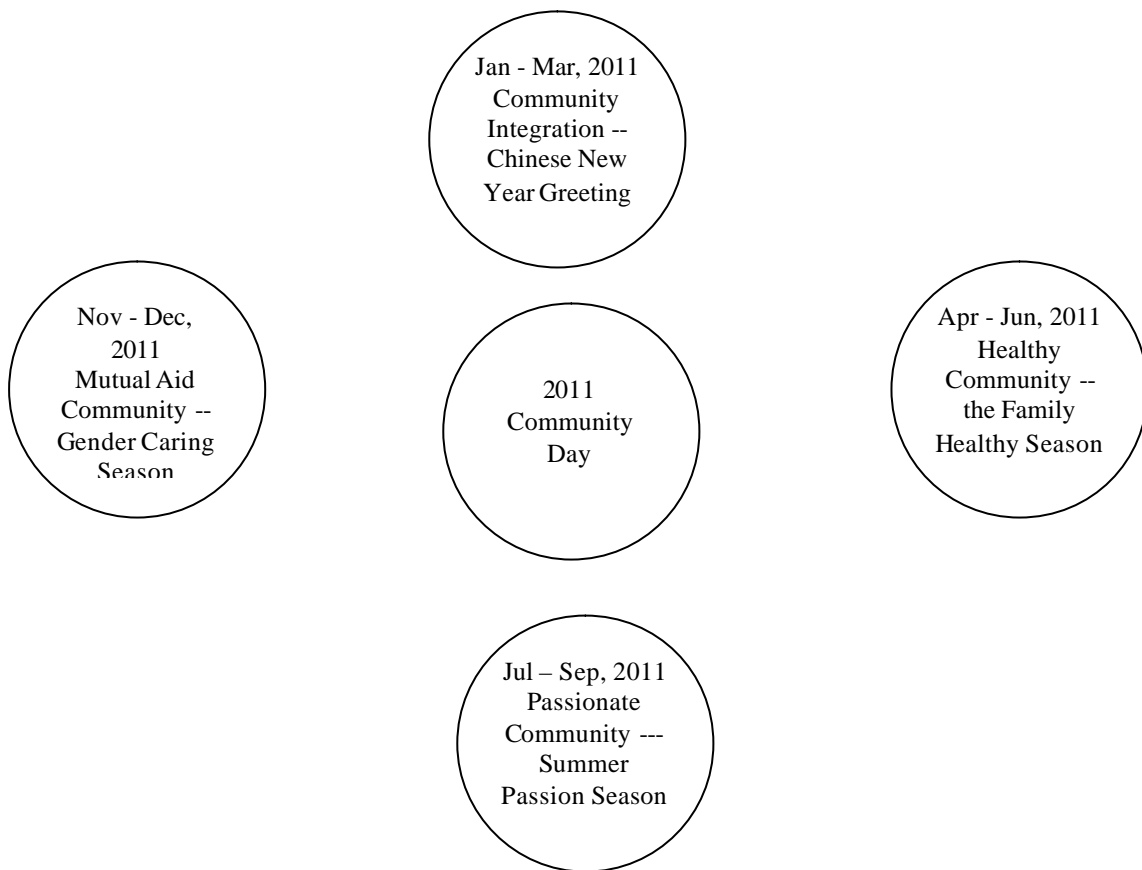
“Community Day” is a traditional activity carried out by NCLC, covering all communities where the Life Center is located. One weekend in each month, based on a selected health topic, health education will be incorporated into a variety of funny and interested activities to enhance community health awareness. The positive interaction between volunteers and community residents

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will become a health information sharing platform and a platform for exchanging opinion and promoting cooperation.

Along with the progress of enterprise-public welfare institution cooperation model, as well as the gradually establishment of NCLC brand, in 2011 the community activities were connected with GSK's main business areas. Based on the different type of migrant communities where NCLC is located, we brought the full attention from the residents in migrant community on health development, to finally perfectly balance the implementation of GSK social responsibility and company's commercial success. It reflected GSK's spirit of actively promoting employees to become volunteers and participating in public service, and providing the opportunity for the employees to full play their expertise by offering the public service in the migrant community. Around with NCLC annual subject of "Better Community, Better Life" (the "Community Makes Life Better"), 2011 NCLC community day consisted of 4 themes based on four seasons as: Community Integration -- Chinese New Year Greeting, Healthy Community -- the Family Health Season, Passionate Community -- Summer Passion Season, Mutual Aid Community -- Gender Caring Season. Each theme had a corresponding festival and subject. Based on their characteristics, along with the guidance of 4 themes, each Life Center selected appropriate program to carry out their unique community day.





Regarding the approach of organizing activity, more attention was paid to develop the community leader's capability of independently discovering community needs and organizing community day. With the colleagues' help, the key female members in Sanlin Village community had developed the capability of independently planning and organizing an interesting and knowledge-rich community day. Starting from the second half of 2011, the key community members had taken the full responsibility of planning all community day activities. Their progress is an inexhaustible motivation for our progress!

Around 2011 project annual theme "Better Community, Better Life" ("community to make life better"), 2011 community day activities in each month are listed as follows:

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## (1) NCLC Lantern Festival Carnival



February 17, 2011, Lantern Festival Day, NCLC Sanlin Center brought a variety of recreational activities to the community. We organized a lively and interesting party, so the migrants could feel the festive atmosphere even they were away from hometown. The activities were rich in content and fascinating, including health knowledge quiz, cup shipping, pass the blessings with lanterns, etc. While spreading the happiness among all participants, the activities also delivered considerable knowledge to all players.

- A total of 55 community residents attended the party;
- When playing the games, people became familiar with the surrounding environment which helps them become more adaptive to the society, it also helped to build close relationship between residents in the community, which is very important for promoting community integration;

- through the group games, more people feel the affinity and vitality of the Life Center, which increased the Life Center's influence in the community

感想和收获: (您认为本次活动好的方面以及您的收获)  
这次活动让我感受到人与人之间的关系, 再次的增进我  
之间的友情, 能够让我内向性格的人变的活跃, 活跃  
让我学到了很多知识, 以前对这方面没有了解,  
我希望这样的活动长期都有, 再进一步做宣传让更  
多的人参加。

— a message left by a community woman after the party

## (2) Celebrate Women's Day -- "Meet Health, Act in Spring"



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March 7, 2011, along with US Embassy and Pudong Sanlin Village Social Development Office, Xintu organized "Meet Health, Act in Spring" activity, to celebrate the 101 international Women's Day.

- ✓ A total of over 150 people attended the event, including US Consul General Ms. Kang BiCui, and staff from Pudong Sanlin Village, the Health Bureau and Xintu Health Promotion Club.
- ✓ The event includes 3 sessions; first, all participants visited the photography exhibition in NCLC. Then the award ceremony was held to reward migrant female entrepreneurs; finally, the Ground Breaking Ceremony was held for the Migrant Female Training Center – "Rainbow Workshop". Yi Liying, Yuan Juxin, Yang Xiaoli, Zhang Fangyuan and other 7 ladies were rewarded with "New Citizen Social Entrepreneurship". Later, Ms. Kang BiCui, Mr. Yang Jingguo and Ms Chen Yan shoveled sand for the foundation. At the end, in order to celebrate the upcoming March 10 "U.S. Women & Children HIV/AIDS Awareness Day", the staff from the U.S. Consulate shared and discussed the AIDs knowledge with migrant women in health workshop. And they also participated in the health games later.
- ✓ "Meet Health, Act in Spring" gave the women from Shanghai migrant community and U.S. a chance to celebrate the festival together. They had the opportunity to exchange and discuss female health problem, and advocate the concept to the entire society: For migrant women's better future, we shall all act!

### (3) Vaccination Community Day



- ✓ April 28, Sanlin Village held a community campaign with the subject of vaccination; a total of 68 people attended the event, which mainly included young mothers and children from the community;
- ✓ students from Shanghai Medical College of Fudan University gave a comprehensive introduction regarding the prevention of childhood infectious diseases which are common in the spring and summer, as well as child injury, and children's psychological health, etc;
- ✓ Deputy Center Director Zhang Yuanjia explained the benefits and precautions of vaccination to community migrant women and children. We also played interactive games by using the new knowledge, the atmosphere is very relaxed and happy;
- ✓ After the lecture, the parent-child games increased the interaction between mothers and babies.

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#### (4) “Caring Mother, Preventing Asthma” Community Day



On 2011 Mother's Day, students from Shanghai Medical College of Fudan University brought the knowledge of Asthma Prevention, which is one of the common female diseases to young mothers in Sanlin Village. The students also answered questions regarding breast related issues and menopause health care.

- ✓ A total of over 52 women and children from the community attended the event,
- ✓ After the training, children and mothers played the game together. They all had a meaningful and happy day.

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(5) “Wise Women, Beautiful Life” Minhang Community Campaign



- ✓ A total of 180 people attended the event in May 18, participants were mainly migrant women and children;
- ✓ Activities include women's Clothing Matching Skill Salon, the Parent-Child Game, "Confidence Is The Very Beautiful" Workshops, Mommy Baby Health Knowledge Q&A, the event lasted 8 hours;
- ✓ The event received high praise from the society. It brought confidence and happiness to the female, as the activity helped them establish the courage and

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confidence to create their wonderful life when they are facing the issues such as getting older and becoming psychically weak.

#### **(6) Happy Children's Festival Community Day**



June 3, Sanlin Village presented children a unique gift for their festival– a very exciting community day.

- ✓ A total of 57 children participated in this event;
- ✓ The activities includes "I love Life Center" health knowledge Q&A, outdoor games and movie salon;
- ✓ children from different place with different accents were gathering in the warm and cozy Life Center to celebrate their own festival;
- ✓ It is worth mentioning that the activity was planned and organized by Life Center director and health promoters independently. Although the topic was not profound, but the event was in good order, full with pleasant and lively atmosphere, the arrangement was very successful.



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## (7) World Population Day Campaign



July 11 is the 22nd World Population Day; the theme of this World Population Day is "promote harmony between people". Xintu, along with Pudong Family Planning Commission, Sanlin Village Government and other related departments, held Pudong Sanlin Village 2011 "World Population Day" -- a large scale public campaign series - "love each other as family."

- ✓ The event was held at the conference room on the second floor of NCLC, and hosted by brand manager Yi, Liying. A total of over 180 people attended the event, including the leaders from Pudong Family Planning Commission, the management team from GSK China and Xintu, and the residents from Sanlin Village. We also had our international friend Martina and Indian friends Hilda family to join us;
- ✓ It is also the date that the New Citizen Resource Center was established. Xintu brand director Ms. Ding Xiaoxiao gave a brief and lively introduction about the Resource Center, followed by an opening ceremony of the resource center.



- ✓ The leaders, guests, residents and friends visited handmade stitch artworks in the resource center. The artworks are delicate and vivid.
- ✓ After the meeting, the Life Center held the health workshop. Dr. Xiong and Dr. Sun from the Pudong Yangsi Hospital explained the preferential policies of family planning to the migrant women, followed by the community case studies which were conducted via an interactive model with Sanlin residents.



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**(8) "Join Standard Chartered, Happy Holidays" Community Day**



At the end of the summer holiday, Life Center organized an activity joined by Standard Chartered Bank (thereafter referred as SC Bank) as the sponsor and assistant. The activity left a wonderful memory to children for their holidays.

- ✓ A total of 213 participants joined the activity, including 30 volunteers and over 180 community migrant children;
- ✓ volunteers from SC Bank led the children to visit the Shanghai Aquarium, showing the colorful sea world and taught ocean knowledge to the children;
- ✓ After the tour, the foreign volunteers gave the children a native English conversation lesson – to exchange each other’s happiness about the visit in English.
- ✓ NCLC cares about children's growth, and the communication with SC Bank’s staff would help the migrant children to develop social etiquette, increase their socialization capability, and form optimistic and healthy personality.

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## (9) Moon Festival, Teachers' Day Party



Sep 10, with the coming Mid-Autumn Festival and Teachers' Day, Sanlin Center organized celebration party, joined by Shuanglin Kindergarten. The event was planned and organized by the Health Promoters , which brought community residents a culture feast.

- ✓ A total of 213 participants attended party;
- ✓ Life Center invited the teachers from Shuanglin kindergarten, and presented them with colorful programs;
- ✓ People participating in the shows were members of the life center, who gives regular English class and participate in various activities in Life Center. Therefore, all their performance were looked relaxed and graceful;
- ✓ Programs include poetry recitation, dance, musical performances, chorus, lucky draw, knowledge contest, etc. The atmosphere is very exciting;
- ✓ The activity created a “family” feeling to the migrants. By gathering together in Mid-Autumn day, they could get a relax, and keep a pleasant and happy mood.

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**(10) "Hands with Hands, Let Us Closer" – Handwashing Day**



October 15, 2011 is the Global Handwashing Day. The activity was designed to improve people's health behavior, especially to teach migrant children on how to develop a good health habits, as well as pass the concept of regular hand washing. On the afternoon of October 14, NCLC, joined with Shuanglin Kindergarten organized "Hands with Hands, Let Us Closer" – Handwashing Day Activity:

- ✓ A total of over 150 participants attended the activity including children and parents;
- ✓ volunteers from Shanghai Medical College of Fudan University and the Life Center health ambassador, Le Tiantian carefully explained how to wash hands and helped children to improve hygiene practices;
- ✓ Afterwards, the Health Promoter Cheng Hongjian organized Male Health Workshop to introduce new male health rules and the precautions for male disease prevention, which received high praise from parents.

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## (11) Citibank Community Health Day



October 22, NCLC Sanlin Center organized a wonderful Community Day. Volunteers from Citibank had a close communication with community residents. The activity attracted residents from surrounding villages, and it was carried out very successfully:

- ✓ a total of over 130 participants attended the event ;
- ✓ the event included four main themes: First, the "the little banker” training, which helped the children to establish a financial management concepts; Second, “Independent women communication conference", to help women in the community to establish an independent consciousness and gradually become independent; Third, “Venture Analysis”, the staff from Citibank provide guidance and help to entrepreneurs from the community who encountered difficulties; Fourth, "Environment Protection", establish the concept that the environment protection is everybody's responsibility";
- ✓ Take “Venture Analysis” for example, it was attended by the small business owners or entrepreneurs from the community. A founder of migrant schools is also the schools principals with 8 years related experience. Currently, only one school is running as a formal school, while the rests are lack of standardization

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and quality. However, due to financial difficulty and poor policy support, the principal cannot improve or expand its current network. People from Citibank gave several suggestions/proposals regarding the principal's currently issues, by either building a brand then following with a network expansion, or apply for micro credit from qualified banks. Other participants also raised their own confusion. Banking staff carefully gave their suggestion accordingly. After the Analysis, one participant said: "I came here with all my queries being answered."



### **(12) Appreciate the Family, Anti Domestic Violence Campaign**

For migrant families living in Shanghai, normally, the husband goes to work, while the wife takes care of all the housework. There is a high possibility that the family conflicts will appear, and it can easily lead to domestic violence. November 16 is the Western Thanksgiving Day, Sanlin Center organized a touching and warm community campaign – “Appreciate the Family, Anti Domestic Violence” on that day, which received high praise from the participants.



- ✓ A total of 34 community residents attended the event;
- ✓ First, all participants listed the happiness from their family, the sacrifice that the family had made for them, and shared their appreciation to the family. One participant Mr. Ye said with deep regret: "Because of my work, I was too busy to take care of my family. My wife took care of almost all housework; I felt so sorry when thinking of that. Now, I cooked for my wife occasionally, and she was very happy. Today, NCLC gave me the chance to speak out what I should have said earlier, I am so excited and happy."
- ✓ Afterwards, all participants wrote a letter to the people that they love. All gratitude was written on an unique envelop prepared by Life Center;
- ✓ Finally, all participants celebrated 3 Health Promoters ' birthday. The health promoters also expressed their gratitude to the Life Center and the attendees. The whole event ended in a warm and moving atmosphere.





老公你好：  
老公感谢你多年来像哥哥又像父亲一样照顾我，  
虽然家不富裕，但我感到很温暖，谢谢你  
包容我的坏脾气，你是我今生的依靠，我会  
用心和你过好每一天。

—a letter wrote by a community resident Mr. Li to her husband

### (13) World Migrants Day Campaign

On Dec 18, NCLC organized a World Migrants Day Campaign. It is reported that in every 35 individuals there is one migrant. The migrant workers had made great contributions to world economic prosperity, social progress and cultural development. Life Center would like to take this opportunity to bring the greetings and good wishes to the migrant workers living in Sanlin Village, celebrating this glorious holiday with them:

- ✓ A total of over 120 participants attended this event;

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- ✓ The event was mainly composed of 4 parts: A moveable feast (NPO Culture Fair), Health Promoter wedding ceremony, NCLC member birthday party, and the International Migrants Day Ball;
  - ✓ The event was trying to help the migrant population to understand and explore themselves so as to make outstanding contribution to the social development. We also expected that the event will raise the migrants' response to the advocacy of protecting migrant rights, to finally establish self-confidence and self-right protection awareness;
  - ✓ International migrants day ball offered the migrants a relaxed and fun entertainment in their own festival, to help them get a break from busy and monotonous working life; to strengthen their social community interaction, and promote the social integration in the community.



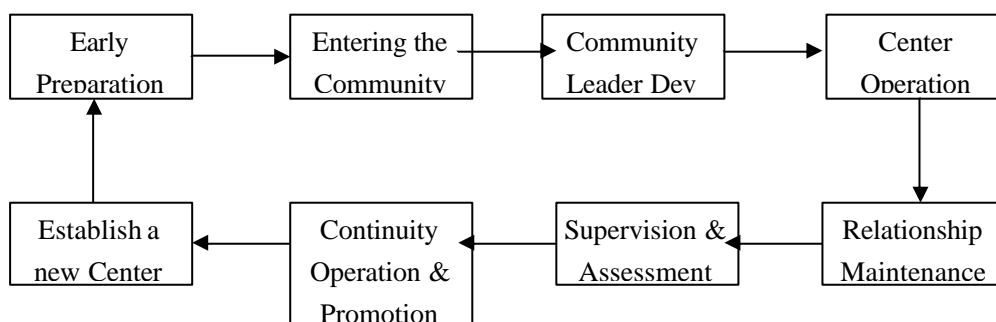
## **5. Standardization community work model and the systematic development of service process framework**

### **(1) Standardized community work mode was gradually established**

The standardization of community work model is the prerequisite for replicating NCLC services. By exploring and summarizing the experiences from Sanlin NCLC, in 2011, we cooperated with Shanghai Center for Disease Control & Prevention to finalize "Migrant Community Autonomous Organization Development Guide – A Sample from NCLC". The book took the perspective from a migrant autonomous organization, covering the early stage of preparing to site selection, leader

cultivation, center establishment and operation, and the final case introduction. It shared its practical experience on how to operate an autonomous organization in a migrant community with specific steps and procedure. In that case, the community workers would understand how to establish an autonomous organization which is truly "community-based" with unique local community characteristics, and determine the corresponding content and working direction. It was also expected that based on NCLC case, we could fully prompt the local wisdom and creativity, to flexibly and efficiently carry out community work.

This guide took the perspective from an migrant autonomous organization, comprehensively recorded every experience and feedback from the front-line workers, including Xintu staff and migrant leaders, throughout the entire organization establishment and development process, covering the early project design, site selection, leader development, center establishment, and the following operation and promotion. The following diagram shows the community autonomous organization's basic development mode summarized by us :



A universal blueprint will inevitably face the challenge of particularity. Indeed, each migrant community has its unique development path. Factors such as population, geographical location, resources or services are likely to display their own characteristics which are different from Sanlin Village. Only by following the key points from Sanlin Center's case, we will be able to master the essentials of developing community autonomous organization, in order to move forward with project standardization and replication. Overall, the operation of NCLC has the following four characteristics:

**Community ownership**

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NCLC is owned by the community where the center is located. The representatives from community, government and sponsors together establish the community committee to discuss and decide on important matters, develop the strategies and development plans of Life Center, as well as appoint the director and guide his/her work.

### **Self-management**

NCLC is a public service entity that provides home health services for migrants. It also provides a platform for the migrants, especially women, to participate in community public affairs, to enhance their capability. It has a high degree of autonomy in the management and operation.

NCLC is operated and managed by the local migrants. NCLC director is the entrepreneur from local community, its deputy director, Health Promoters, and other key members are all from the community.

### **Self support and mutual support**

NCLC actively promotes and supports the migrants in the community to carry out self-support and mutual support services. All staff in NCLC, including the center director, deputy director, the head of service station, health promoters and the head of health group, as well as the key community volunteers is community migrants. They also provide most of services to the migrant including themselves in the community. At the same time, Life Center supports the migrants to offer mutual support to each other through health group and other forms. The supports include elderly care, maternal and child care, children education etc.

### **Membership Service**

NCLC has a membership system, as all community residents and migrants must be a registered member to enjoy the free services offered by NCLC. From NCLC case, we could understand that a clear vision has to be established before the autonomous organization starts to operate in the community. A clear vision will help you to define your position in the community, so as to be well-prepared for moving into the community, and to help you to be consistent with the original objectives.



## (2) Generally established standardized service process framework

After a systematic community autonomous organization was set up, a set of systematic and standardized service processes is ready to come out. Starting from two mature projects – “Good Lucky Mums” and “Green Harbour”, based on the past 2 year’s experience and project characteristics, we built a standardized service process framework (other projects are under development):

- **Project I: “Good Lucky Mums”**

“Good Lucky Mums” is one of the public welfare service projects undertaken by Xintu in NCLC. It offers a variety of professional services such as health care, parenting and baby care to the women in maternal or mother with infant, to help them create a healthy, safe and pleasant living space for themselves and the babies.

In addition to daily workshops and training, in 2011, we focused on strengthening the women’s community network. By providing one-to-one service, the health promoters precisely understood

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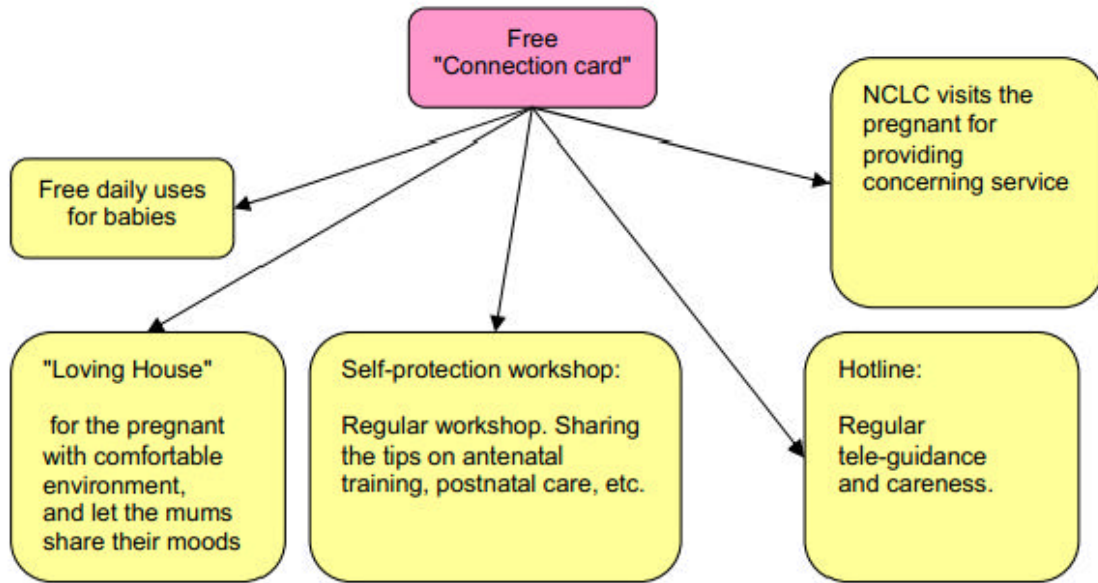
every mother and infant's status. Therefore, the establishment of "pregnant mother contact cards" becomes the beginning of the entire service process:

Step I: register at Life center; establish "Contact Cards", so as to receive free personalized prenatal care provided by NCLC.

Step II: after receiving "Contact Card", the member will received the following items from Life Center --

- ✚ Infant Wrap: received once the Contact Card is established.
- ✚ Love cabin: designed by NCLC and dedicated to the pregnant mother with refreshing environment and free drinks. To help pregnant mothers share their joy and troubles during pregnancy.
- ✚ Maternal self-care workshop: Life Center conducts regular workshops, to organize experts to share the prenatal education, prenatal self-care, and postpartum care knowledge with pregnant mothers.
- ✚ Pregnant mothers hotline: NCLC provides regular guidance and Q&A via the phone to the pregnant mother based on their Contact Card;
- ✚ Postpartum visits: after giving birth, NCLC will conduct onsite visit to provide postpartum care guidance to new mothers, and send free diapers or baby skin care products.

After receiving the pregnant mom contact cards filled out by the women in the community, the Health promoter will record the information in the books, and conduct regular telephone or home visits, to provide the necessary health counseling services. Life Center also provides self-care workshops to pregnant mothers, to build a platform for the mothers to exchange experience and tips. By providing the above services, the project is committed to improve maternal female self-care awareness and self-care skills, as well as infant care skills, to promote infant healthy development. By organizing community group activities and establishing woman community network, the project hopes to increase the community's attention and support to female.



(Pregnant mother received the baby wraps from the Life Center)

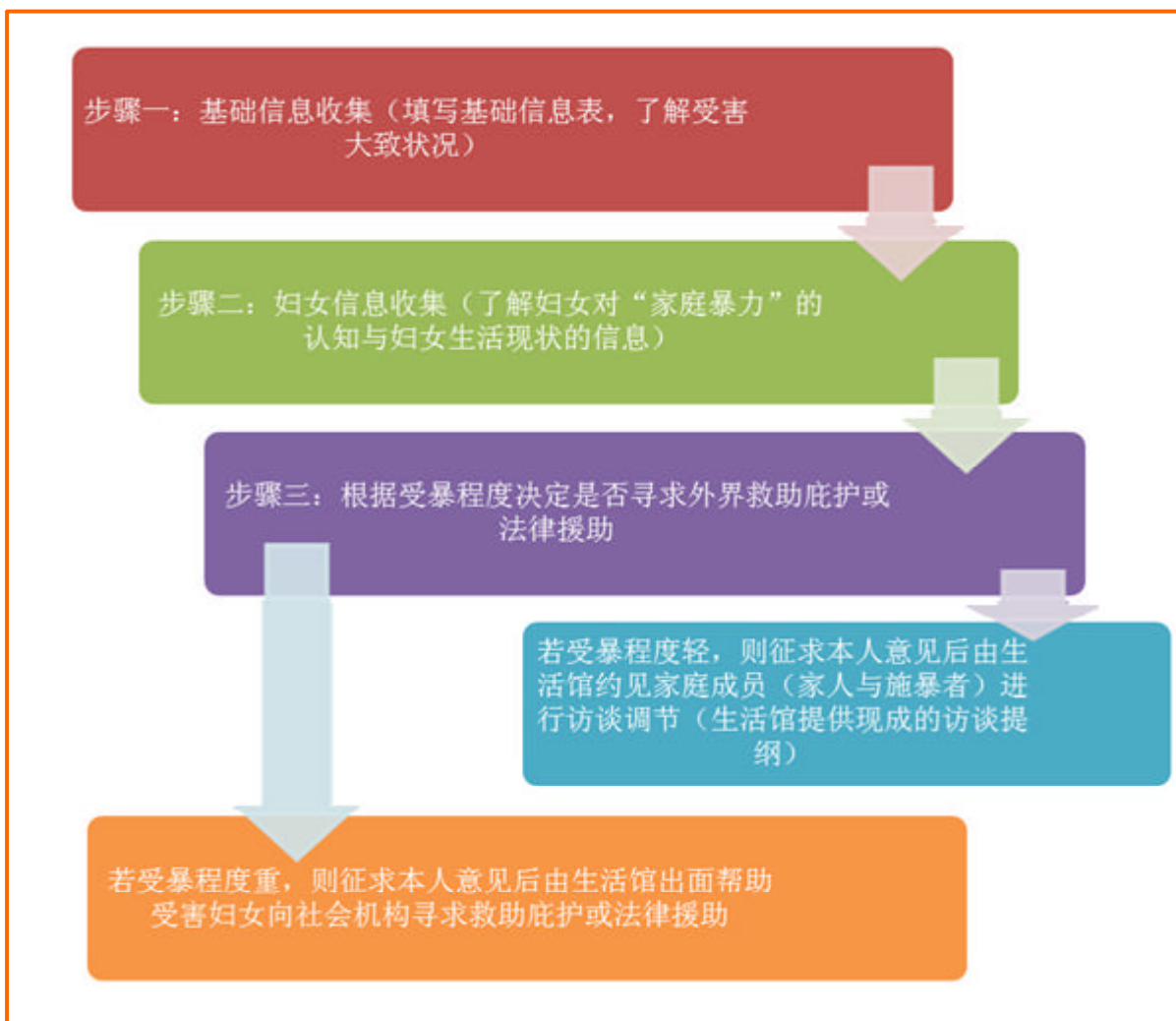
- **Project II: Green Harbour**

"Green Harbour" is a set of self-help and mutual aid program designed for women in the community, who, in particular, suffered or are suffering from violence. We firmly believed that women can work together in a safe, friendly environment to improve their life quality. Participatory workshops and activities were designed based on three themes including the prevention of incident pregnancies, the prevention and response of domestic violence, and the security and self-protection of female, to enhance women's self-protection awareness and their skills to respond to accidental

injury, improve their physical and mental health, and reduce their own vulnerability, to build a green safe harbor.

Service procedure starts from “Call sister Yuan when you have trouble” hotline. The procedure automatically begins when the woman in the community calls in for help. "Call sister Yuan when you have trouble" was originally just a Life Center hotline. However, women in the community always call the hotline when they were having trouble, asking for help from Sister Yuan (the female leader in community discovered and trained by us). And it becomes a fix line for getting help, which is eventually named as “Call sister Yuan when you have trouble” hotline.

Once received the call, the service process is described as follows:



Step I: Basic information collection (fills information form, understand the general situation)

Step II: Woman information collection (find out the woman’s understanding about domestic violence and her current life status);



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Step III: based on the violence level to decide if outside help or legal aid is needed

If the violence level is defined as low, after discussing with the victim, an appointment will be made to meet up with the family member, trying to solve the issue via face-to-face meeting (Life Center has the discussion outline)

If the violence level is defined as high, after discussing with the victim, Life Center will look for help from social institutions or turn for legal aid.

## **6. The preparation and establishment of Beijing Center**

The establishment of the Beijing Center was one of the key tasks in 2011. In our original working plan, Beijing Center was supposed to be put into operation by the fourth quarter of 2011, however, due to the constant change of person in charge of the project, including the factor that the position was in the vacancy status since Oct, along with several difficulties and issues appearing at location choosing and personnel training, the actual progress was slower than our plan.

Despite of all above factors, our colleagues had made substantial efforts, and we are pleasant to found out that the preparation of Beijing Center have made a lot of practical progress.

- ✓ The location of Beijing Center had been determined, along with community research and office rental being completed. The first Beijing NCLC is located at Huo Village, Huangcun Town, Daxing District. Similar to Sanlin Village, over 50,000 migrants from Sichuan, Hebei, Henan, Heilongjia are living in 5 villages including Huo Village in Huangcun Town and surrounding area. Beijing Center will initially cover Huo Village and Huang Village as the key area.

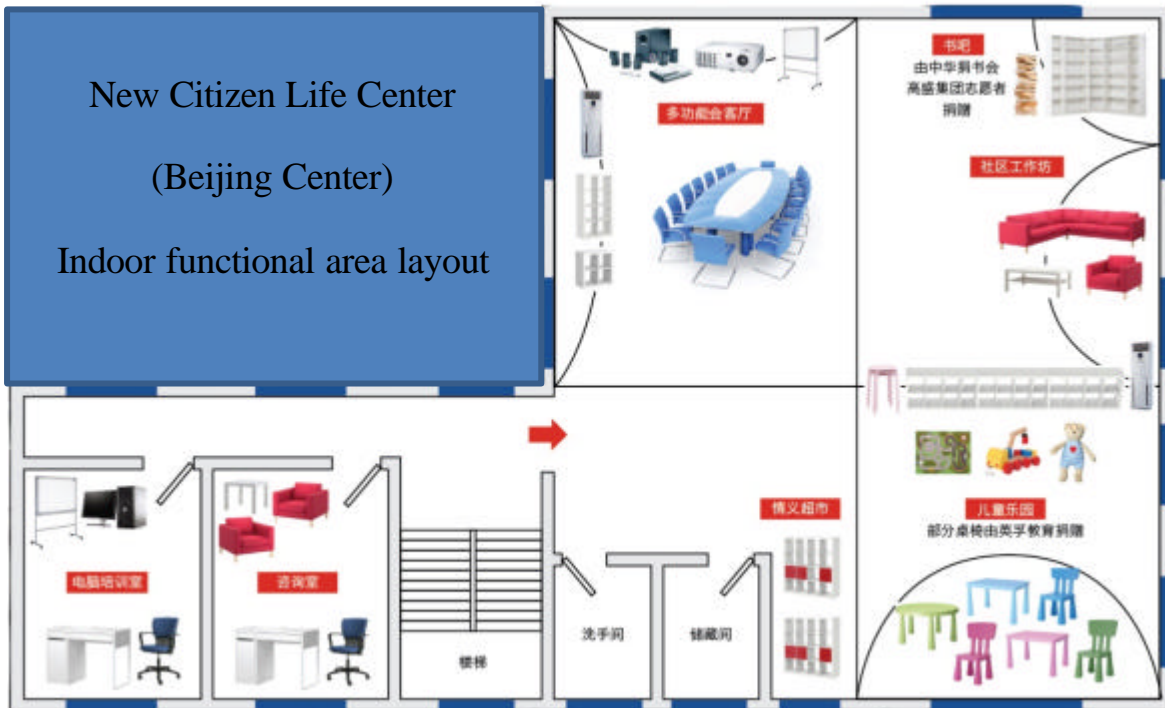


(The picture shows the appearance of Beijing Center and Huo Village where the center is located)



(The picture shows the basically completed Beijing Center indoor landscape)

- ✓ Indoor decoration and the design of functional area have been completed; Beijing Center has total construction area of 240 square meters, being divided into six functional areas: community workshops, multi-function meeting room, computer training room, consulting room, friendship supermarket, and children's playground. The center is completed, including all functional areas in Sanlin Center and a new consulting room.



- ✓ We had trained a female community leader - Ms. Liu as the Beijing Center Director. Eight years ago, she came from Harbin to develop her life and career in Beijing. Her experience of fighting with difficulties and frustrations makes her a warm, cheerful person with pragmatic capability. She has received over 10 times center director training organized by the brand manager. Currently, she is in charge of all Beijing Center affairs. The community Health Promoters team is also gradually established by her.

&&微笑&&：很有福气我在本命年找到了一个我爱上的职业，公益事业虽然，我还不是很懂但是我会努力去学习，坚持万事开头难，一个人做一件事，无论大小，只要用心用爱都能做得很好，通过我们的努力新市民生活馆能健康，快快成长起来，借此我也感谢那些昔日给予我支持帮助的家人朋友

1月1日 11:16 通过QQ空间 赞 评论 转发

——a message left by Beijing Center Director Ms. Li on her Weibo



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Beijing Center is now fully occupied with indoor decoration and the acceptance of donation of the indoor facilities. At the same time, led by center director, the health promoters are growing rapidly via serials of training. According to current status, Beijing center is expected to be put into operations in early March, 2012 when Beijing Center will serve the community migrants with a fresh look and high-qualified services, to contribute herself to create a mutual aid community and promote social integration.

## 7. Health Education Materials Development

2011 is also a fruitful year with several materials being completed. As the understanding to the communities and residents grows, we had developed more targeted books and promotional materials, which received high praise in the community:

- ✓ Health promoters Manual
- ✓ NCLC Interns Readings
- ✓ 4000 Leaflets from 6 Themes
- ✓ 11 posters
- ✓ Community Research Guide Series – Community Autonomous Organizations Development Guide
- ✓ Family Health Training Series - Children Health and Safety Training Set
- ✓ New Citizen Life Center Guide – 4 Issues with 4000 copies in total
- ✓ New Citizen Community Newspaper – 2 Issues with 2000 copies in total





(Some of the posters, leaflets, and curriculum)



(Newspaper)

## 8. Project Promotion and Advocacy

In 2011, we fully focused on project propaganda and promotion so as to increase the brand influence and reputation, as well as to pave the way for Beijing Center preparation and the following up operation. All available resources including conference, social visits, media reports, Internet promotion, exhibitions, and road shows are utilized to promote the project.

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## **(1) Conference**

May 25-28, Brand Manger of NCLC, Yi Liying, was invited to participate social entrepreneurial skills training organized by the British Embassy Cultural and Education Department. The training went smoothly and was completed successfully.

July 27 – 29, Brand Manger of NCLC, Yi Liying, was invited to attend XinJiang Hetian city “Community Women Health Promotion Project” summing-up meeting as the representative of Xintu;

## **(2) Site Visits**

- February 15, leaders from Warwick Group (the CID Group Ltd) visited NCLC. Xintu director Zhong Yi, brand manager Yi Liying, and NCLC deputy center director Yuan Juxin introduced the projects currently carried out by NCLC including Adjustment to City Life, Green Harbor, Beautiful Women, and Good Lucky Mums to our guests;
- February 23, “Compassion for Migrant Children” Project Officer Xiong Chunyan and Zhai Cheng visited NCLC ;
- March 30, the network editor of URBANATOMY Lei Sili, and newsletter editor Zhang Ruimin visited the Life Center, they were very interested in the work of Life Center. The deputy director Yuan Ju, introduced them the work content in Life Center, which they felt very significant;
- March 18, the project coordinators from Yinghua Consulting Co., Ltd. visited the Life Center. Brand manager Ms. Yi and deputy director Ms. Yuan accompanied their visits. They decided to work as the volunteers in the Life Center one time every month.
- May 30, leaders from Chuansha Town visited the Life Center. Brand manager Yi Liying introduced the services provided to the female migrants and children;
- Nov 23 afternoon, leaders from the Shanghai Family Planning Commission and the District Health Bureau visited NCLC. The Director-General of Xintu, Guo Xiaomu,

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introduced the projects that were currently carrier out by the Life Center, and the concept that NCLC Is operating with.

(3) Media Coverage

- May 25th, 2011, JieFang Daily had a special column reporting NCLC, and put forward the slogan of "New Shanghai people love NCLC". The coverage spoke highly of NCLC, the following is the content of the coverage:



- September 27, Shanghai TV filmed the “Beautiful Women” Workshop organized by NCLC;





- October 4, Shanghai TV news programs reported the Health Promoters' site visit;



#### (4) Internet Promotion

- In 2011, the official website of NCLC went on live. The new site has more functions including the online message, BBS, and the video-sharing;
- NCLC blog had over 15,0000 visits;
- Number of Sina Weibo fans increased to 593 within one year.



#### (5) Exhibition & Road Show

- June 14, brand manager, Yi Liying, led health promoters to attend Charity Institution Exhibition held in Charity Incubator in Liyuan Road. The team was welcomed by the Chairman of Shanghai People's Political Consultative Committee Mr. Feng and his colleagues;

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- Oct 31, New Citizen project team participated the Shanghai Youth Fashion Festival Roadshow. The fashion season took "Love the Shanghai, Love the love" as the subject. Around 30 youth social organizations with public welfare characteristics joined Roadshow. The theme of NCLC was "Hand in hand, let's closer" which was designed to encourage people to improve health behavior, especially to teach migrant children to develop good health habits, pass the correct handwashing concept.



- November 25, 2011, Xintu was invited to participate in the exhibition of the 1<sup>st</sup> Shanghai Public Service Partners Day. Xintu project team, Yong Nian Lou, Ivy project team, along with over 100 public institutions gathered at the Shanghai Exhibition Center to present their public welfare service brand.

## .2012 Workplan

<b>Activities</b>	<b>2012</b>			
	<b>1<sup>st</sup> Quarter</b>	<b>2<sup>nd</sup> Quarter</b>	<b>3<sup>rd</sup> Quarter</b>	<b>4<sup>th</sup> Quarter</b>
1. Liaison with different communities				
2. Opening ceremony for NCLC Beijing and Guangzhou				
3. Trainings of resource center leaders and management team				
4. Local/National conferences				
5. Reproductive health screening				
6. Outreach by migrant women health educators				
7. New Citizen Life Guide (4 issues)				
8. Community Health Days / Campaigns				
9. Health education workshop at NCLC				
10. Office expenditure				
11. Salary payment				
12. Developing reproductive health education materials				
13. Trainings of staffs and volunteers				
14. Website maintenance				
15. Set-up of health education blackboards / boxes at sites				
16. Stakeholder meetings				
17. Souvenirs				
18. Developing community guidelines and project promotion kit				
19. Administration fee				
20. Project evaluation				
21. Program review conference				