

新农村新家庭计划

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New Rural and New Family Project

第一周期：川滇藏地区人口健康促进项目

First Cycle: Sichuan, Yunnan, Tibet area people's health promotion project

资助方：国家人口和计划生育委员会

Funding Party: National Population and Family Planning Commission of P.R. China

项目地区：四川省甘孜州得荣、乡城、稻城县，云南省迪庆州香格里拉、维西、德钦县，西藏自治区昌都地区昌都、察雅、左贡县。

Project Area: Derong, Xiangcheng and Daocheng Counties, Ganzi Township, Sichuan province, Shangri-la, Weixi and Deqin Counties, Yunnan province, and Changdu, Chaya and Zuogong Counties, Changdu State, Tibet autonomous region

项目时限：2007年1月-2009年12月

Project Duration: January 2007 – December 2009

项目成效：

Project Accomplishments:

- I 改善了人口健康公共服务环境，完善了计划生育服务网络建设，基层人口和计划生育队伍建设、服务能力建设、基础设施建设得到明显加强，服务可及性得到明显提高；
- I Improved population health service environment, improved family planning service network , built a grassroots family planning team with improved service capability. Improved basic infrastructure for service outreach.
- I 开展了各具特色的社区行动，例如“一对一”人口健康促进行动、与传统文化相结合的健康教育活动、“小手拉大手”健康家庭建设活动等；
- I Developed activities with local characteristics. For example, “one to one” people’s health promotion activity; health education blended with traditional culture; “small hands holding large hands” healthy families c

onstruction activities, etc.

I 提升了群众的生殖健康意识，激发了群众参与新农村建设的热情；

I Raised the awareness of reproductiv

e health of the populous; motivated people

s passion in participating in the new farm family planning development.

I 推动了政府对人口健康公共政策的开发，使项目在政府推动下有序拓展。

I Promoted the government

s family planning policy; the project progressed orderly with the support from the g

overnment.

评估结论：国家人口计生委组织北京大学、中央财经大学评估专家对项目县进行了期末评估，结论是起点低、难度大、投入少，效果好、影响大、超预期。国家人口计生委李斌主任实地考察，认为“这是一个以人为本、为民做事、关注民生的好项目。”

Assessment

and Conclusion: National Population and Family Planning Commission invited experts

from Peking University and Central University of Finance and Economies to conduc

t end of cycle assessment. The conclusions were: started at a low point; faced hi

gh difficulties; invested little resources; realized good results; impacted big areas; exceed

ed expectations.

Director Li Bing from th

e Commission commented “

This is a good project based on the people, for the people, and cared about peo

ple ' s living. ”

第二周期：西藏和四省藏区优生优育项目

Second Cycle: Reproductive Health Project in Tibet and Tibetan Area within Four Pr
ovinces

项目地区：增加甘肃省夏河县、合作市、玛曲县，青海省循化县、化隆县、同德县。

Project Area: Added Xiahe County, Hezuo City and Maqu County, Gansu Province
and Xunhua, Hualong and Tongde Counties, Qinghai Province.

项目周期：2011年1月-2015年12月

Project Duration: January 2011 – December 2015

项目活动框架：“2 + 1”，即2项基本项目活动和1项自选活动。

Project Activity Framework: “2 + 1”,

this means 2 basic project activities plus 1 self-selected project activity.

2项基本项目活动：

2 Project Basic Activities:

I 建立农牧社区生殖健康服务示范点：基础设施建设；分级分类培训；社区人口文化建设；社区生殖健康服务。

I Establish reproductive health

demonstration sites at crop and livestock

farms: building basic infrastructure; training by level and type; community population

cultural development; community reproductive health service.

I 建立农牧民新家庭建设示范户：农牧民家庭生殖健康教育；农牧民家庭生殖健康服务；发展农牧民家庭经济；建设新型家庭文化。

I Establish demonstration family of crop and livestock farm families: provide reproductive

health education and service to crop and livestock farm families. Development crop

and livestock farm families' economics and culture.

1项自选活动：项目县运用参与式方法，选择并确定符合自身实际、可操作的活动。

1 item of self-selected activity: project applies participatory methods to self-selected practical and feasible activities.



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