

## **Roles of NGOs in promoting Population and Development**

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Promoting maternal and child health is one of the important parts of SDGs and reproductive health in "Program of Action" of ICPD is defined as essential measure to promote economic and social development. Quality of care, including maternal and child health and family planning services, are critical to eradicating poverty and achieving inclusive and sustained economic growth.

"Healthy China" initiative by the Chinese government has made effective results to promote long-term balanced development of population. After years of efforts, the national maternal mortality rate dropped from 30/100,000 in 2010 to 16.9/100,000 in 2020.

NGOs in China have played effective role in promotion of women and children's health. Taking the China Family Planning Association as an example, it has implemented various programs. In recent years, it has launched a 3-year project of "Women and Adolescent Sexual and Reproductive Health Promotion" in remote mountainous areas which has made fruitful achievements through some productive approaches. Firstly, multi-sectoral cooperation mechanism among health, education and relevant departments was organized. Secondly, tailored cultural sensitive information and activities designed to promote reproductive health and rights among women, and girls, to raise the awareness of health care. Thirdly, local midwives and service providers have been trained to improve their professional skills and quality services. Fourthly, digital media and Internet are utilized to increase access to health information and services. After 3 years implementation, nearly 90,000 women, children and adolescents have been benefited.

Thus, we recommend women, children and adolescents should be under special consideration in working out the national social and economic and population development plans. Investment be increased in reproductive health and family planning to improve the quality of population. Strengthening life cycle health care

under C-19 pandemic in realizing universal health coverage. We believe healthy populations promote economic growth through longer life spans and increased productivity.