



TV

# UNITED NATIONS NATIONS UNIES

U.N. IN ACTION

---

Week of 5 May 2003

Programme No.855

Length: 3'38"

## A NEW APPROACH TO FAMILY PLANNING IN CHINA

### VIDEO

BUND AT NIGHT (8")

NEON SIGNS (14")

DR. ZHAO BAIGE ON CAMERA  
(14")

### AUDIO

#### NARRATION

Shanghai's famous Bund on the banks of Huang-Pu River – a dazzling testament to China's fast-growing economy.

As the country moves into a decentralized economy over the last two decades, the society is also going through some profound changes. Dr. Zhao Baige is the Director-General of the State Family Planning Commission.

#### DR. ZHAO:

"Just to give an example, like family planning – the old working style has been changed dramatically from this administrative-centred approach to the human-centred we call care."

#### NARRATION

XIANGYUN OLD CITY (14")

Xiangyun, in the poor southwest province of Yunnan, is among the thirty-two counties in the country that have adopted the new health approach since 1998. Zhang Li Ying is the deputy governor of Xiangyun.

ZHANG:

ZHANG LI YING ON CAMERA (8")

"In the past, we told people what to do. Now, we ask ourselves what we can do for them."

NARRATION:

W/S HEALTH CLINIC/CLASS (20")

The programme, supported by the UN Population Fund, or UNFPA, aims to change people's mindset. With birth quotas lifted, the concern is no longer on meeting a demographic goal. Instead, the criteria is meeting people's needs. Siri Tellier is the UNFPA representative in China.

TELLIER:

SIRI TELLIER ON CAMERA (14')

"Their work is being evaluated not on whether or not they have a certain number of births in their village, but rather on what kind of quality of service that they are providing and how their clients are seeing them."

NARRATION:

HEALTH WORKERS WITH

China's economic reforms have also led to the

|  |  |
|--|--|
| PATIENTS (14")                             | decentralisation of welfare provisions. Reduced federal funding over the years has affected the local public health infrastructure, especially in the poorer regions.  |
| HEALTH WORKER WITH MAN IN ROOM (11")       | Hardest hit are areas relating to preventive care, such as family planning programmes. It is hoped that the new initiative will help revitalize such services.   |
| VAN DRIVING ON MOUNTAIN ROAD/VILLAGE (21") | Mobile health clinics are now, once again, on the road. This van travels across the mountainous region to visit remote communities. The villagers from the Yi ethnic group welcome this monthly visit. As their livelihoods improved, many have come to connect prosperity with smaller family size. |
| VILLAGER LI GUI & HOUSE (5")               | Li Gui, a well-off villager, is content with his four-year-old daughter.   |
| LI & WIFE & DAUGHTER ON CAMERA (18")       | <u>LI:</u><br>"I travelled from the mountains to the cities. I saw lots of families that are prosperous because they have fewer children. For me, one is enough. If I have two, I will have to pay everything twice, such as the cost of education."   |
| CROWDS ON STREET (16")                     | <u>NARRATION</u><br>Everyone desires a better life. China is the world's most populous country with 1.3 billion people. With a high population density, it's   |

struggling to contain its population growth while keeping its economy going.

HEALTH WORKERS MAKING  
HOUSE VISIT (17")

China is providing options and allowing people to make free and informed choices. This client-oriented reproductive health approach is part of the country's overall efforts to create a better life for its people.

LOGO (20")

This report was prepared by Patricia Chan for the United Nations.