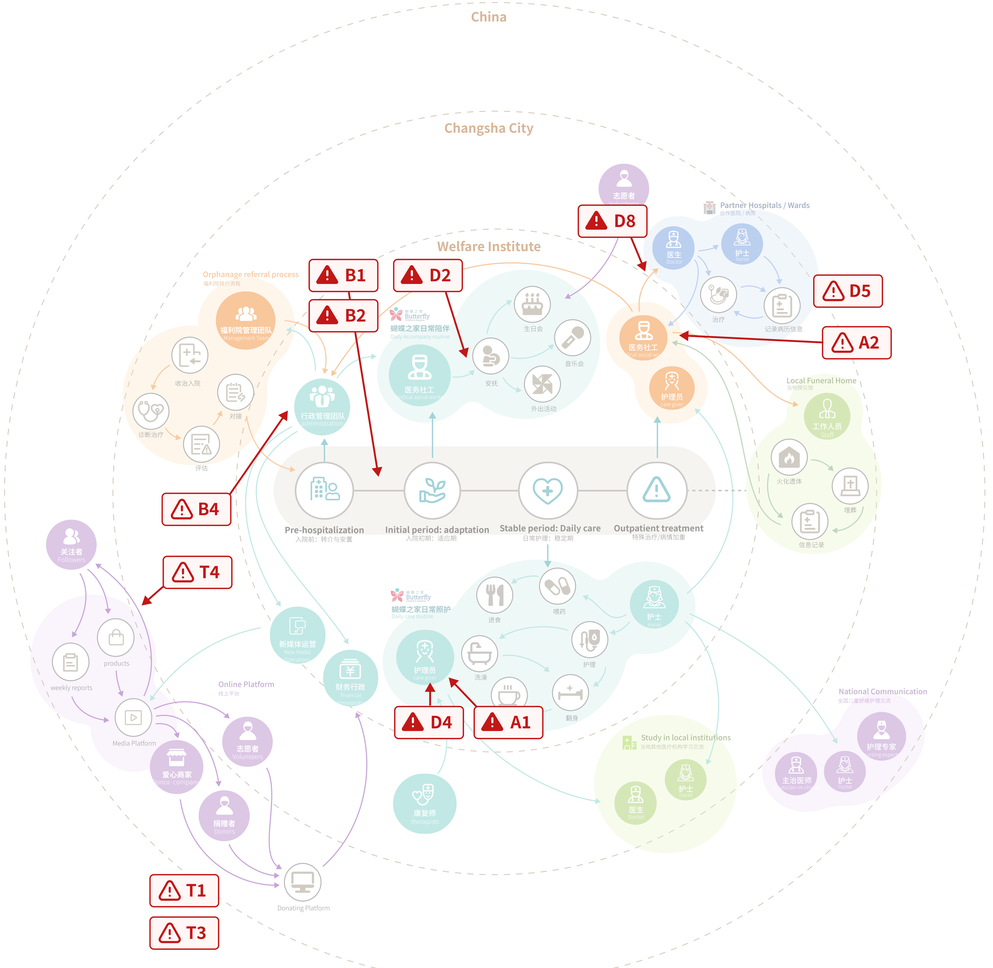
System Map & challenges



Problems

Chosen strategies
Solutions

Emotional Expression & Psychosocial Support

Systemic Fragmentation & Information Flow Gaps

emotional support

Strategy A
Establish Multilayered Psychosocial Support System
建立多层次的心理社会支持系统

- **O3** **Changsha Welfare Institute Psychological Support Cooperation** — Collaborate with government mental health resources to establish a psychological counseling program for caregivers and social workers, regularly provide psychological counseling, and improve stress resistance
- **O7** **The "Little Companion Program" Children's Social Support Program** — Organize online+offline social activities for children, such as parenting collaborations, DIY crafts, and group games, to enhance children's social support (adapt to the internal environment of the welfare institution)
- **O15** **Corporate CSR+Public Welfare Joint Strategy** — Adapt to China's' Annual Corporate Philanthropy Report ', attract CSR budget, and make companies more willing to cooperate in the long term.
- **O21** **Children's Soothing Therapy Brand Communication Plan** — Raise public awareness and encourage more people to support through short videos, public documentaries, and social experiments

Strategy B
Build an intelligent nursing and resource integration platform
构建智能护理与资源整合平台

- **O4** **Intelligent nursing task management system** — Design task automation, allocation tracking progress tracking, improve work efficiency, and reduce the burden on nursing staff.
- **O8** **Intelligent nursing task optimization system** — Automatically calculate nursing priorities to help nurses allocate energy reasonably and reduce work intensity
- **O24** **Precise dissemination of social media driven by big data** — Through user profiling and AI recommendations, accurately push content that different audiences are concerned about, and improve conversion rates.
- **O26** **Volunteer Growth Incentive System** — Establish "Volunteer Level Certification+Long-term Service Rewards" to increase volunteer sense of belonging and improve retention rate

Information upgrade

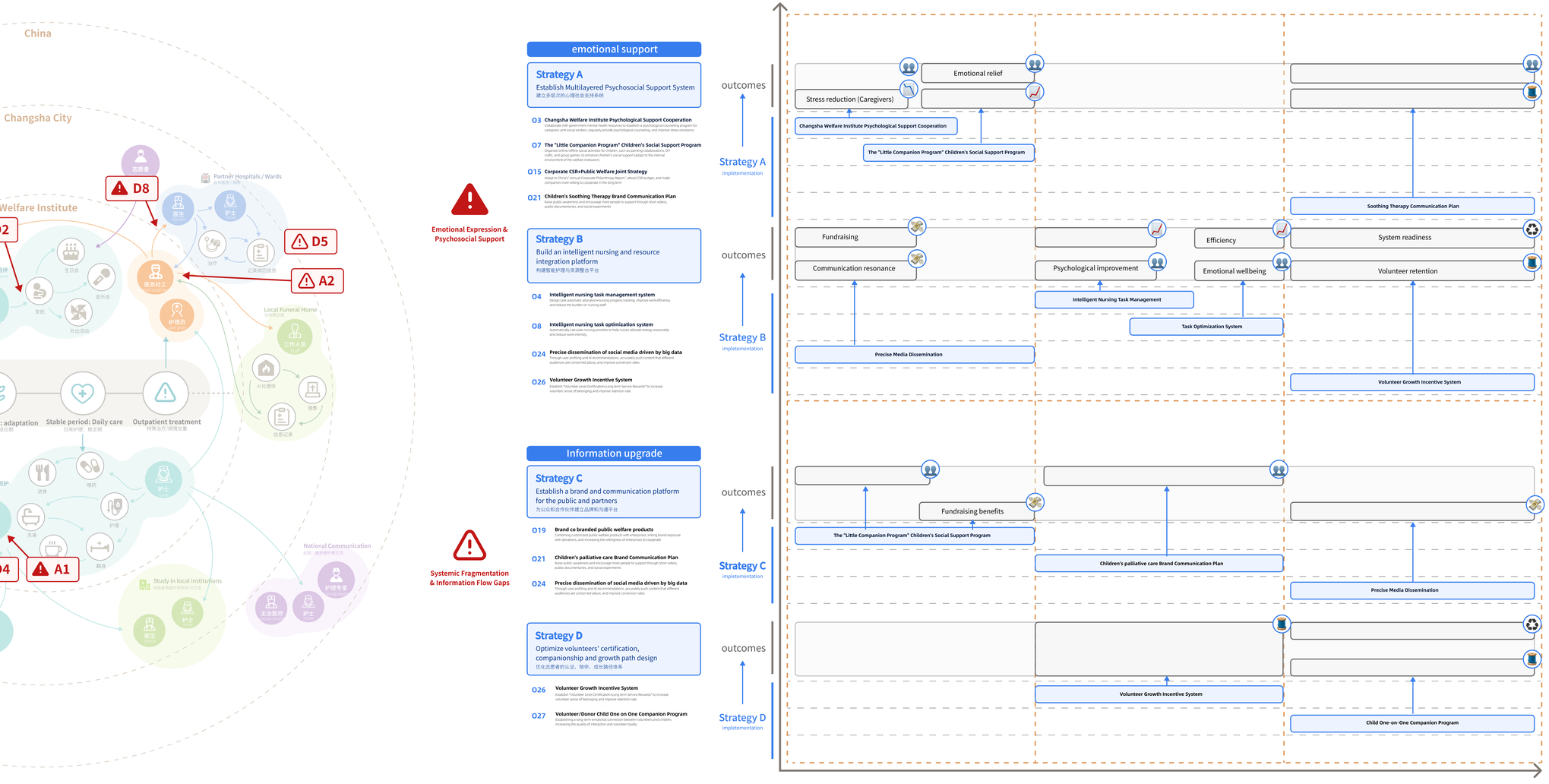
Strategy C
Establish a brand and communication platform for the public and partners
为公众和合作伙伴建立品牌和沟通平台

- **O19** **Brand co branded public welfare products** — Combining customized public welfare products with enterprises, linking brand exposure with donations, and increasing the willingness of enterprises to cooperate
- **O21** **Children's palliative care Brand Communication Plan** — Raise public awareness and encourage more people to support through short videos, public documentaries, and social experiments
- **O24** **Precise dissemination of social media driven by big data** — Through user profiling and AI recommendations, accurately push content that different audiences are concerned about, and improve conversion rates.

Strategy D
Optimize volunteers' certification, companionship and growth path design
优化志愿者的认证、陪伴、成长路径体系

- **O26** **Volunteer Growth Incentive System** — Establish "Volunteer Level Certification+Long-term Service Rewards" to increase volunteer sense of belonging and improve retention rate
- **O27** **Volunteer/Donor Child One on One Companion Program** — Establishing a long-term emotional connection between volunteers and children, increasing the quality of interaction and volunteer loyalty

Roadmap

Categories of Outcomes

Stress Reduction	Reduce the psychological burden and pressure on caregivers or children
Efficiency & Optimization	Improve task allocation, service efficiency, and system collaboration
Emotional Wellbeing	Emotional stability, mental health, and trust building
Cultural Resonance	Public emotional resonance, volunteer sense of belonging, and identity building
Funding & Support	Increase in donations and establishment of funding support mechanism
System Readiness	Institutionalization, structural construction, and service sustainability