

# Research on the reasons and countermeasures of the cold Three-child policy Based on the female perspective

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**Abstract:** From the perspective of women, this study analyzes the reasons for the difficulties in implementing the three-child policy in China, and explores the factors hindering the smooth implementation of the three-child policy through literature research, questionnaire survey, case analysis and other methods. These factors are mainly divided into economic, social and cultural policies Based on the above five factors, this paper proposes feasible countermeasures that take into account women's rights and interests and the benign implementation of the three-child policy, which is conducive to deepening the understanding of the three-child policy and has theoretical and practical significance.

**Keywords:** Three child policy; Female perspective; Policy analysis; Blocked reason

## 1. introduction

### 1.1 Research background

According to data from the 7th National Census, China's fertility rate has been declining due to the decreasing number of women of childbearing age and shrinking reproductive resources, and is far below the internationally recognized generation replacement level 2.1. Problems such as aging of small number of children, distortion of population structure and imbalance of population ecology are becoming increasingly prominent. According to the projections of the United Nations Population Department, China's population will enter a state of long-term negative growth around 2029<sup>[1]</sup>.

In order to avoid a decline in the number of births, the CPC Central Committee and The State Council implemented the policy of having only one child and a universal second child respectively in 2014 and 2016, achieving a phased rise in the fertility rate. However, after the cumulative effect of having a second child was basically released, China's fertility rate continued to decline after 2016. According to the report of the National Health Commission, 18.46 million live babies were hospitalized in 2016 after the implementation of the universal two-child policy, and 17.32 million live babies were hospitalized in 2017, 1.1 million fewer than the number of babies born in 2016. The number of hospitalized live births in 2018 was 15 million to 16 million, more than 1 million less than the number of births in 2017<sup>[2]</sup>. A continued decline in fertility has become a strong probability.

Population policy is the corresponding policy measures taken by a country according to its population growing too fast or stopping growing or even appearing negative growth. The adjustment of the population policy is a prospective result of the development trend of the country's population structure, and the introduction of the three-child policy is also a fertility policy adjustment made by China in response to the trend of low fertility.

This paper conducts research from a female perspective. The feminist perspective first appeared in the West in the 1890s. The feminist perspective at the present stage mainly refers to the application of social gender theory, focusing on how the differences between men and women outside their physical gender attributes are carefully constructed in the process of socialization through teaching, learning, imitation and reinforcement, and paying attention to the influence of social culture and social relations on gender development. Under this premise, this project analyzes the reasons for the difficulties in promoting the three-child policy from the perspective of women, and tries to propose measures to balance women's personal development and fertility, so as to promote the better implementation of the three-child policy in China.

## 1.2 Current main research achievements and deficiencies

Through the review of existing studies, it is found that domestic scholars have made a full analysis of the reasons for the cold three-child policy and corresponding countermeasures, with different focuses on policy interpretation, reasons for the cold policy and countermeasures.

In terms of Policy interpretation, domestic scholars have increasingly in-depth understanding and interpretation of the three-child policy. Low reproductive rate and population structure problem increasingly prominent, which has given rise to three child policy to the ground.

In terms of the blocked reasons for the three-child policy, the academic circle has conducted various explorations and excavations. In terms of countermeasures, domestic scholars mainly focused on the improvement of the auxiliary policies, advocating a needle to sexual development for different regional policy reform in population of different background at present.

At present, scholars' increasingly in-depth excavation of the three-child policy provides a solid theoretical basis for research. However, there are also shortcomings in existing studies: few studies are conducted from the perspective of women; The analysis of the blocked reasons for the three-child policy is relatively grand, and there is a certain distance from the individual people. These deficiencies leave research space for the follow-up exploration of women's perspective and three-child policy in this project. Based on this, this paper will focus on the economic, social, cultural, policy and medical and health aspects of the implementation of China's three-child policy to analyze the causes of difficulties, try to give consideration to women's rights and interests and the implementation of the three-child policy feasible countermeasures, is conducive to deepen the understanding of the three-child policy, has theoretical and practical significance.

## 2. Factors affecting the smooth implementation of the three-child policy

The research group first collected literature, clarified the research ideas, discussed the research plan, and designed a questionnaire to investigate their understanding of the three-child policy and fertility intention in some regions, covering a variety of female groups. The questionnaire is divided into two parts: The first part is the basic information of the respondents. Including age, education, marriage, health, fertility status, personal disposable income, family economy, industry, etc. The second part includes fertility intention and its influencing factors. Specific questions: the ideal number of children, whether they plan to have children, the time plan for childbirth, the motivation for childbirth, the main considerations of childlessness, etc.

After field investigation, the research group sorted out and analyzed the questionnaire interview data, analyzed the subjective and objective obstacles to the cold three-child policy from the perspective of women, and summarized five main aspects, namely, economy, culture, society, policy and health status.

### 2.1 Economy

#### 2.1.1 Heavy economic burden and high cost of childbearing and rearing

According to the 2019 National Population and Family Dynamics Monitoring Survey, a significant proportion of families dare not have children if they want to, with the top three reasons being heavy financial burden, unattended infants and young children, and women finding it difficult to balance family and work. According to the survey, 75.1 percent said they have a heavy financial burden, 51.3 percent said they have no one to take care of their children, and 34.3 percent said their wages have fallen after giving birth, with 42.9 percent of them falling by more than half<sup>[3]</sup>. It can be seen that economic factors, including housing burden and education cost, to a large extent restrict the fertility willingness of couples of childbearing age.

##### (1) Housing burden.

With the continuous development of social productivity, prices, the rising cost of living of the society, especially in big cities, in Shanghai, for example, house prices per square metre in 100000 within the inner ring/flat, suburban house price also is in 30000-60000 / flat<sup>[4]</sup>, high house price

pressure on the shoulders of young people, even if have fertility will, also was too much pressure to survive to kill, Enthusiasm for fertility wanes. Some scholars analyzed the tracking survey data of Chinese families in 2014 and found that every 100 yuan increase in housing price, the probability of having one child will decrease by 1.8% ~ 2.9%, and the probability of having two children will decrease by 2.4% ~ 8.8%[5]. Obviously, the rising housing price is inversely related to the fertility intention and behavior of the marriage and child-bearing groups.

### **(2) Education involution leads to higher education costs.**

The education involution refers to a phenomenon in which there is a non-equal relationship between the ultimate benefit and the effort of the individual student in spite of competing efforts for better academic performance. According to the quantitative tradeoff theory, under the background of the sharp drop in the number of children in the family, the majority of families with only one child are unwilling to bear the consequences of the failure of the only child, so the emphasis on the education of children and their investment are greatly increased, which brings a heavy burden to the family[6]. These burdens come from both in-school education and out-of-school tutoring institutions. In terms of in-school education, the imbalance of quality education resources is prominent. The policy that public schools in the stage of basic education are allocated to nearby schools leads to the sharp rise in the price of school district housing corresponding to high-quality schools. On the basis of the original high housing price, the emergence of school district housing brings great pressure to families. In the aspect of after-school education, the slogan of "don't let children lose at the starting line" in the Internet era is deeply popular. Parents send their children to educational institutions one after another, resulting in high tuition fees of market-oriented educational institutions. According to the Blue Book of Children: Report on The Development of Chinese Children (2019) released in 2019, 60% of children attend after-school classes, and the average annual after-school tuition fee is 9,211 yuan, which is a huge expense for ordinary families[7].

### **2.1.2 Poor workplace environment for women**

#### **(1) Salary is reduced and promotion channels are blocked**

For individual women, childbirth will increase the "wage penalty" for women, resulting in the reduction of women's wages to a certain extent. The "wage penalty" of female childbirth is simply that the wage of the mother who gives birth is lower than that of the woman who has not given birth, or the wage of the woman who returns after giving birth is lower than that before giving birth. Research shows that the wage rate of working women is inversely proportional to the number of children they have. "Wage penalty" is a universal phenomenon, which also exists in developed countries such as Britain and the United States. For every child a working woman in the UK has, her wage rate falls by about 10% on average, and there is a positive correlation between the number of children a woman has and the decline in her wage rate<sup>[8]</sup>.

At the same time, childbirth can be a barrier to promotion for women. In private enterprises, many female employees go back to work after maternity leave, only to find that they have missed the opportunity for promotion, or even that their original positions have been occupied. The birth anxiety caused by the interruption of their careers due to childbirth makes professional women fall into the dilemma of "not daring to give birth".

#### **(2) Gender discrimination in the workplace**

Zhang Yongying, a researcher at the Women's Research Institute of the All-China Women's Federation, said: "Our research shows that after the two-child policy was implemented, the relaxation of the one-child policy will intensify gender discrimination in employment to some extent. From the perspective of employers, women of childbearing age can be regarded as potential multiple childbearers, thus affecting their recruitment. As a result, gender discrimination in the labor market becomes more prominent, and the income gap between men and women keeps widening.

From the perspective of traditional family division of labor, compared with men, Chinese women are more likely to assume important roles in the family. For example, some scholars show that "78% of Chinese women undertake more than half of the housework in the family"<sup>[9]</sup>. Women should not only bear the burden of bearing children, but also pay a lot of efforts to raise and educate children. Not

just motherhood, but social and especially professional roles."Under the premise of a certain amount of time, the time and energy that women devote to work and family show an ebb and flow, crowding out each other. Once female worker is pregnant, the production efficiency of unit of choose and employ persons and profit are bound to be affected, this can cause unit of choose and employ persons to be unwilling to recruit a woman in disguised form. In the context of a child-friendly labor market that has not yet formed, the problem of discrimination against women in employment is increasingly prominent, and the sunk cost of childbirth is relatively high, which inhibits women's desire to give birth.

### **2.1.3 Pension pressure**

Most of the people of childbearing age targeted by the three-child policy are born in the 1980s and 1990s, most of whom are the only child in their families because of the influence of the family planning policy. For example, a couple born in the 1980s with only child will have at least four elderly parents, and maybe even grandparents. Many of the parents of these two generations did not have higher education, and many did not have adequate pensions and pensions. No matter in big cities or small and medium-sized cities, the basic cost of living is high, the cost of children to support the elderly is also very expensive, daily living expenses, medical expenses are not small expenses. Apart from economic factors, it takes a lot of time and energy to take care of, accompany and care for the elderly. Such pension pressure is not small.

## **2.2 Society**

### **2.2.1 There is a shortage of childcare services for children aged 0-3**

China's universal care and childcare service system for infants aged 0-3 years has not yet been formed, which will affect the implementation effect of the "three-child" policy. According to the survey, China is now almost no of 0 ~ 3 years old children to provide any public child-care services, even if has a high-quality childcare, receive age 2 years old and above, child care can only assume full responsibility by grandparents or parents, forced a part of the low-income women to choose from formal employment to informal employment. This was followed by a drop in total household income and a sharp rise in spending. From the perspective of supply side, there is an obvious phenomenon that the supply of childcare services is less than the demand, and the childcare services for infants aged 0 to 3 are quite short in China, which has lagged far behind the level of social needs. According to a survey by the National Health Commission, the enrollment rate of infants aged 0-3 in China is only 5.5%, far lower than that of developed countries, which is above 35%<sup>[10]</sup>. The problem of child care has become the biggest worry for employees. It increases the tradeoffs and considerations for families to choose to have children.

### **2.2.2 The scope of child care assistance is too narrow, and it is urgent to improve the universal child allowance system**

Child care requires not only human investment, but also material investment. For most families in China, children's daily care and education need a large amount of money from the family. High costs, pressures and difficulties, and uncertainty about the expected utility of having a child, all lead to low confidence and waning enthusiasm for childbirth., of course, China is also actively learn from international experience, explore child benefit aid, but its coverage is limited to orphans and homeless children, abandoned children, children with disabilities, abused children, his parents divorced, children and children's behavior and mood problems, aid range is relatively narrow, cannot affect all families, for normal family promote fertility effect is not obvious.

### **2.2.3 Limited social effects of maternity insurance**

Maternity insurance, as a mechanism to deal with female fertility risk, plays an important role in ensuring female eugenics. Maternity insurance has been combined with basic medical insurance for employees since 2019, and women who participate in basic medical insurance for employees can enjoy maternity insurance benefits including maternity allowance and medical expenses. But the

policies and measures mentioned have not yet achieved full national coverage, are implemented in limited areas, and there are no maternity benefits. Studies have shown that maternity leave and allowance system of maternity insurance has a broader guarantee function than medical insurance, and has a significant positive effect on improving fertility culture, fertility intention and fertility rate. But obviously, the current maternity leave and allowance system in China is not widely applicable, so the social effect of maternity insurance is limited, and it cannot widely stimulate residents' enthusiasm for childbirth.

## 2.3 Culture

### 2.3.1 The traditional concept of gender division of labor leads to the absence of fatherhood

The traditional concept of gender division of labor that "men take care of the outside world and women take care of the home" has exerted a great influence on Chinese families, leading to more pressure on women to bear the family and further affecting women's reproductive decision-making. According to the 2017 White Paper on Chinese Family parent-child companionship, only 12.6 percent of families have fathers as their primary caregiver, with "formal companionship" predominating, while more than 55 percent have mothers as their primary caregiver.

When the People's Republic of China was founded in 1949, China implemented the maternity insurance policy and formulated the maternity leave system for women. With the development of society, maternity leave has been extended in order to protect women's rights and interests and provide convenient birth conditions for women. However, there has been no significant increase in paternity leave for men compared with maternity leave for women. Since 1979, when China promulgated the family planning policy, those who marry late and give birth late will be given a seven-day nursing leave. Up to now, China's current 29 provinces announced paternity leave for 7 ~ 30 days, there is no significant difference in nature<sup>[11]</sup>. On the one hand, the extended maternity leave means that the time consumed by mothers to take care of their children is increasing and the pressure of child-rearing is increasing. On the other hand, the temporary paternity leave of men with no obvious time change from beginning to end indicates that the task of paternity is neglected and the burden of childbearing of women cannot be shared, resulting in the loss of women's happiness and thus inhibiting their desire to have children.

Women do the vast majority of childcare, and most professional women are not immune. Even highly educated professional women are more likely to give up their careers and return to their families to take care of their husbands and children after marriage. Women's careers are hindered and their legitimate rights and interests are not protected, further weakening women's desire to give birth.

### 2.3.2 Changes in young people's conception of fertility

With the change of times and economic and social development, China's young people's conception of fertility has undergone a great change, the traditional conception of "early birth, more children, more blessings" and other fertility gradually faded, "late marriage, late childbearing, fewer children and better childbearing" has become the mainstream. Most of the post-90s and post-00s grew up and worked in cities and towns. They have longer years of education and face greater employment pressure, which leads to a prominent phenomenon of delayed marriage and childbirth. The average age of first marriage for Women of childbearing age in China was 25.7 years in 2017, 4.3 years later than in 1990, according to the National Bureau of Statistics. According to the sixth national census, the average age of Chinese women giving birth has reached 29.13 years old. At the same time, the number of children a woman would like to have has been falling year by year. The average number of children women of childbearing age intend to have has dropped from 1.76 in 2017 to 1.73 in 2019 and 1.64 in 2021, according to the survey<sup>[12]</sup>. These two decreasing figures reflect that after the reform and opening up, under the influence of globalization, young people of childbearing age are increasingly independent and independent, less influenced by traditional concepts such as "procreation", more concerned about their own quality of life, resulting in unwanted childbearing. In the discussion on family economics, Becker pointed out that modern people have diversified choices.

According to the economic rational man hypothesis, fertility is to meet their own needs. When substitutes for such needs are produced or the number increases, the willingness to give birth will decline. In addition to "procreation" and their own emotional needs, birth also has the function of providing for the aged. However, with the development of socialized mass production and the continuous improvement of the social pension security system, the family pension function of childbearing has been weakened, and people's concept of "raising children for old age" has also changed, resulting in the decrease of the desire to give birth.

### **2.3.3 Lie back culture**

In recent years, the popular word "roll-in" has highlighted the current social dilemma in China, and "lying down" has become a new choice for many young people to fight roll-in. "Lying flat youth" is characterized by no work, no communication and no consumption, and is in the state of active low desire life. For the laid-back youth, the minimum income for material consumption is enough, and marriage and childbirth are not important. According to the Chinese Marriage Report 2021, the number of marriage registrations in China from 2013 to 2020 continued to decline from a record high of 13.47 million couples to 8.13 million couples, with a year-on-year decline of 12.2% in 2020<sup>[13]</sup>. The marriage rate continues to decline, coupled with the prominent phenomenon of late marriage among people of the right age, heavy local bride price and other reasons, the situation of marriage rate decline will become more serious. This reflects the disappointment and decadence of young people caused by external pressure, which affects their fertility intention.

### **2.2.4 The change of residence concept leads to the weakening of the traditional family intergenerational care function**

With the rapid advancement of urbanization and the change of people's living concept, the family size in China is gradually miniaturized. According to the seventh national census, the average size of Chinese households in 2020 was only 2.62, decreasing by 0.82 or 23.8% compared with 2000<sup>[14]</sup>. The traditional living mode of "three generations under one roof" is gradually becoming a thing of the past. For the consideration of personal living space or the concern about the relationship between mother-in-law (father-in-law) and daughter-in-law, young couples after marriage tend to live separately from their parents, thus reducing the opportunity for grandparents to take care of their grandchildren to some extent. Studies have showed that, with in-laws live, have brothers and sisters, women are more likely to have a second child, grandparents raising grandchildren care can effectively urban women to have second child will, while living together can make part of the couples of child-bearing age because of the reality of children unattended dare not have fertility behavior, the above results in birth three children should have the same applicability. With the gradual implementation of the delayed retirement policy, grandparents will work longer and retire later, which will to some extent reduce their time to care for their grandchildren. Some studies have found that the retirement behavior of elderly women will significantly increase the probability of taking care of their grandchildren. With the gradual implementation of the delayed retirement policy, and the decline of grandparents' age and health when their children have their second child, the old tradition of taking care of grandchildren will be difficult to continue.

## **2.4 Policies**

### **2.4.1 The supporting measures are not practical and the policy publicity is not in place**

With the implementation of China's three-child policy, the rudiment of relevant supporting policies has also been announced at the same time, such as strengthening the education and guidance of marriage and family values of marriagable youth, governance of bad marriage habits, sky-high bride price and other undesirable social customs; We will improve the maternity leave and maternity insurance system, strengthen tax and housing support policies, and protect women's legitimate rights and interests in employment. However, the above policies focus on theoretical guidance and programmatic guidance and lack practical operation. To a certain extent, it is easy to create a "gap" between policy formulation and policy implementation, which is not combined with reality and

violates the original intention of the supporting policies of the three-child policy. At the same time, the team access to the local government policy documents, it found that most of the supporting policy is similar to the central policy, not set corresponding measures according to local actual situation, only a few areas combined with local actual put forward new measures, such as Beijing introduced take the subway can be free to take three adult children's policy, hangzhou uptown to explore new measures "pecking with learning", To some extent, it is conducive to promoting the implementation of the three-child policy.

At the same time, in the process of interview and questionnaire survey, the research group members found that 80% of the respondents had a low understanding of the three-child policy and its supporting measures, indicating that the policy was not fully publicized and was not popular among the masses.

#### **2.4.2 The two-child policy has diminishing effects**

Data show that the effect of the two-child policy is regressive. First, the accumulation effect of the two-child policy has been basically released in 2016-2017. It is mainly the post-1970s and post-1980s generation that have the desire to have a second child. The post-1990s generation is already living in a new era in 2010, and the social transformation has further changed the traditional fertility culture. Second, the satisfaction of fertility intention is decreasing. According to the data released by the National Health Commission, at present, the average number of children that the post-90s intend to have is only 1.66<sup>[15]</sup>. If giving birth to a second child can already meet the fertility wishes of most families, then giving birth to a third child is only a few individual behaviors that cannot shake the low fertility pattern.

### **2.5 Medical and health care**

Medical conditions also have an impact on the willingness to have children, mainly in terms of individual reproductive health and epidemic situations. With the development of modern society, the proportion of "unable to give birth" caused by objective fertility disorders such as infertility caused by high intensity work pressure among urban women is also rising. At present, the prominent reproductive health problems facing China are infertility, birth defects and induced abortion. The worldwide incidence of infertility is 15%, with 60 to 80 million pairs worldwide, of which China accounts for about 1/4. It is estimated that the total incidence of birth defects in China is 5.6%, and there are about 900,000 new cases every year, an increase of about 70% in the past 15 years. Of the more than 80 million disabled people, 70% are caused by birth defects, and birth defects have become the main cause of death of children under 5 years old. At present, there are about 9 million induced abortions in China every year, and the rate of repeated abortion is more than half. Moreover, the proportion of young infertility is high, and 88.2% of the patients using assisted reproductive technology have a history of induced abortion<sup>[16]</sup>. These reproductive health problems seriously affect women's fertility. At the same time, the repeated epidemic in recent years has affected women's pregnancy and childbirth preparation to some extent, thus inhibiting women's desire to give birth.

## **3. Measures**

### **3.1 Reduce the financial burden and create a female-friendly workplace environment**

For the rising housing price, the government should actively exercise its functions to regulate the housing price, further regulate the real estate market, control the increase of housing price, reduce the tax burden of young people's first home just needed housing, and provide certain purchase subsidies to families with more children. In the face of internal education, governments at all levels should earnestly implement the national policy of "double reduction", earnestly rectify the disorder of after-school tutoring, standardize the content of after-school training, and reduce the cost of family education while reducing the burden on students. In addition, there is also a joint relationship between pension and childbearing. The increasingly severe aging situation aggravates the burden of elderly

care on families, especially women. The government should vigorously explore new pension modes, such as new home-based pension and community mutual pension modes, so as to reduce the pressure of family pension and create a family environment that supports childbearing.

In the face of potential fertility discrimination in the labor market, employers can arrange flexible working hours for pregnant or lactating women when implementing policies related to female fertility, on the basis of ensuring stable employment and unchanged salary during the period of childbirth, so as to support women to return to work smoothly after childbirth. Material producers and society at the same time, in view of women and the double identity of producers, the government can jointly promote the synchronous development of gender equality between public and private enterprise, realize the equality of men and women in the workplace opportunities, thus fundamentally ease the Labour market for women's employment discrimination, to reduce the trouble back at home of professional female fertility.

### **3.2 Developing inclusive child-care services for children between the ages of 0 and 3 and improving birth security for urban and rural residents**

At present, there is a shortage of preschool care services for children aged 0 to 3 in China. The government can try to establish comprehensive preschool care service centers with community as the center and social enterprises in the form of public private operation and public construction private operation to provide nursing and care services for infants aged 0 to 3. At the same time, the government can also learn from the successful experience of foreign countries, combined with China's national conditions to explore the universal preferential child allowance system, so that every family with the task of raising their children can receive a certain amount of national monetary assistance, so as to reduce the economic pressure of newborn parents and promote the implementation of the three-child policy. In addition, the government also need to constantly improve birth medical treatment insurance, better play to its positive effect, for both sides of husband and wife to participate in the urban and rural residents insurance of primary medical treatment of women, can be based on health insurance and expand the scope of coverage, the pregnancy check fee into the scope of reimbursement, increasing fertility of hospitalization medical expenses reimbursement, at the same time to reduce the financial burden of medical costs, We will improve female prenatal and post-natal care.

### **3.3 Strengthen men's responsibility for child-rearing and create a "child-friendly" cultural environment**

Face family parenting responsibilities inequality, even a netizen called "widowed families", countries should be sure the important role of men in parenting, intensify efforts to promote the social concept of equality of men and women and gender neutral family values, in the whole society to create good atmosphere of men and women Shared parenting responsibilities, as father's parenting support on policy at the same time, Such as actively explore the implementation of parental leave.

In addition, the government should step up efforts to create a "child-friendly" cultural environment. The previous research shows that the conception of "fewer births and better births" has become the mainstream conception of modern life. It can be predicted that there is a long way to go before China's low fertility level recovers in the future. Therefore, the government should create a cultural environment that supports the implementation of the three-child policy and subtly change people's conception of fertility.

Excellent traditional culture also plays an important role in changing the concept of fertility. China's development in the new era cannot be separated from the inheritance of excellent traditional culture. Excellent traditional culture should also be inherited in the context of the new era to enhance its compatibility and integration with the new era. Therefore, we should engender the connotation of the new era for traditional culture such as "more children and more blessings" and "raising children for old age", strengthen the dissemination of concepts such as "filial piety" and "family", strengthen the sense of family community, and pass the advantages of multiple children family to the society

through mass media with the help of the national policy guidance to encourage fertility. For example, brothers and sisters can take care of each other when they grow up, families with many children can share the burden of supporting each other easily, and when they get old, they can enjoy the happiness of "parents sitting in the front room and children walking around their knees". All these enhance people's positive impression of the traditional family with many children, and increase the willingness of the society as a whole to have children. Secondly, with the advent of the "Internet plus" era, people's conception of fertility has been increasingly comprehensively and profoundly influenced by the Internet and media. Therefore, the government should attach importance to the dissemination of contents about fertility on the Internet, control the negative guidance of public opinion, and create a cultural environment conducive to fertility.

### **3.4 Improve the implementation of policies in accordance with local conditions and strengthen policy publicity**

In three child policy implementation stage, the government should be combined with local actual, through policy and form a complete set of supporting policy direction to adapt to the local social environment, government, market, society and family form the pattern of diversity in the work, to two or more things and meet the needs of different interest groups, thus seeking fertility precision of embedded system, realize the modern management system of multiple main body to build work. For example, the Family Planning Association of Longli County in Guizhou Province relies on the platform of the county's guidance center for healthy birth and healthy education, takes the county's "population Health Fund" as the starting point, and adopts the "five-step working method" -- precise mapping, publicity and mobilization, centralized screening, treatment services and summary and promotion to promote the implementation of the county's "three-child" birth policy. Policy publicity can be carried out through various forms of publicity and mobilization, using the position of prenatal and postnatal care guidance center to carry out lectures, news media, radio, slogans and other propaganda related to the policy, improve the popularity of the policy among the masses.

### **3.5 Protect reproductive health and fertility and strengthen epidemic prevention and control**

Reproductive health status and fertility are one of the important factors affecting fertility. In order to protect reproductive health, improve fertility, and solve the problem of "no birth, poor birth", the research group put forward the following views and suggestions: carry out fertility assessment, strengthen the publicity of fertility assessment among couples who are willing to give birth; Carry out fertility assessment and prediction as soon as possible, do a good job in fertility planning, check out hidden dangers, and avoid reproductive damage caused by delayed assessment; At the same time, natural conception or assisted reproduction techniques are selected, depending on fertility assessment. Scientific contraception to protect fertility, for those who do not have a family plan in the short term, promote the use of long-term contraceptive methods with little impact on reproductive ability; Scientific and safe contraception to avoid unwanted pregnancy abortion damage to reproductive system and fertility and the impact of multiple pregnancies on offspring. According to the WHO theory of life cycle continuous health care, the risk factors and characteristics of fertility damage in different life cycle such as fetus, newborn, childhood, adolescence and adulthood were analyzed, and the prevention and control strategies of infertility were designed<sup>[17]</sup>. At the same time, against the backdrop of repeated outbreaks, it is necessary to strengthen epidemic prevention and control, do a good job in daily health protection, increase the vaccination coverage rate of the whole population, and create a good environment for reproductive health.

## **4. conclusion**

From the perspective of women, the research group used literature research, questionnaire survey, case analysis and other methods to explore the factors hindering the smooth implementation of the three-child policy. These factors are mainly divided into five aspects: economy, society, culture,

policy and health care. Economy is the primary factor affecting women's willingness to bear children. The high cost of providing for the aged and raising children has brought heavy economic burden to families. Meanwhile, bearing children will also cause negative effects on women's career, such as salary punishment and promotion obstruction. Imperfect system of social service system and further compression of women of childbearing willing space, shortage of 0 ~ 3 years old children's nursery services make their children to take care of the problem is a major concern of parents, especially the mother, imperfect universality child benefit system and maternity insurance system to reduce the pressure of family economic effect is limited to make women economic pressures can't birth; Culture has also subtly lowered women's willingness to bear children. The lack of paternity caused by traditional gender concept, negative fertility attitude under lying down culture, and the change of modern fertility concept and residence concept all lead to lower people's willingness to bear children. The policy publicity is not in place, and the supporting measures are not strong enough to promote the effect of women to have a third child is not obvious. The effect of the two-child policy is diminishing, and women's willingness to have a third child is not strong, which makes the implementation of the three-child policy more difficult. Finally, individual health conditions and repeated epidemics also objectively increase female fertility barriers.

According to the above five factors, the research group summed up the following strategies: to reduce economic pressure in the economic aspect, to build a fertility friendly labor market; In the social aspect, the government and social enterprises will cooperate to develop preschool care services between the ages of 0 and 3, and improve the birth security system for residents. In terms of culture, women and men are encouraged to share the responsibility of child-rearing and create a cultural environment conducive to childbearing; In terms of policies, supporting measures should be formulated according to local conditions to improve the popularity of the three-child policy among the masses. In terms of medical and health care, China has attached importance to reproductive health care, strengthened epidemic prevention and control, and created a favorable environment for reproductive health.

To sum up, the three-child policy is an optimization and improvement of the past birth policy, and also provides references for the future birth policy reform. Our country is in the most populous country to powers of human capital in the important period of strategic opportunities, based on the actual situation, follow the rules of fertility and population development, three child policy and related support measures, can play a maximum population on economic role in the development of society, actively deal with the risk of falling fertility level, we will comprehensively address the issue of population, Only in this way can we create a favorable population environment for comprehensively building China into a modern socialist country.

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