

年度报告
ANNUAL
REPORT
Safe Kids China
2020



2020 Key Words of Safe Kids China

Breakthrough ● Outreaching ● Partnership

BREAKTHROUGH --- NEW FIELDS

The year of 2020 is a year we faced new challenges that never met before. However, as it says that challenges are opportunities. We had projects that we had never done before:

- Introducing handwashing curriculum and songs early in January with the collaboration of the New Mexico State University of America. This is the first time to have an international curriculum with songs into China.
- Working on the facemask donation, which also is the first time that we actively searched for facemasks for the donation to the frontier health staff and police during the outbreaking period of COVID-19 in early 2020.
- Extending healthy area to include child nutrition and health --- a new field that aligned with our mission of helping children to have a safe and healthy grow.

OUTREACHING --- SK speakers and CPS technicians

The year of 2020 changed our way of outreaching to children and families. In addition to traditional in-school and in-community activities, we launched several on-line activities, while most excitingly for the 2020 is our SK speakers and CPS technicians took a more active leadership in the local promotion of child injury prevention by conducting local activities and working with local media to outreach children and families through over 20 cities nationwide.

- Our SK speakers have become the key resources of the local communities as child injury prevention advocators in 2020. They were invited to schools and communities to give lectures, at the same, they were invited by the media as well. Gen Chao, one of the SK Speakers, gave a talk in the Beijing Radio and was awarded as Excellent Public Interest attorney by the JingChuan Municipal Justice Bureau for his contributions to the promotion of the child injury prevention.
- Our child passenger safety promotion program, with on-line programs at the maternal hospitals reached over 10,000 parents while child passenger safety certified technicians reached to 200 families during the CPST month. Through the collaboration with Beijing hospital, the seminar on child passenger safety with the on-line and off-line meeting achieved the impression over 200,000.

PARTNERSHIP --- Child Injury Prevention Center Nationwide

In 2020, we had three new Safe Kids Child Injury Prevention Centers/Coalitions with Qingdao Children's Hospital, Beijing Children's Hospital, Wenling Maternal Hospitals and Shenzhen Children Health Development Association. We also signed partnership with Dongnan University. Up to now, we have 5 centers and 2 coalitions in 7 cities nationwide. With those centers and coalition, we have professional resources as doctors, hospital injury data and also the ability to have local activities for child injury prevention.

Thanks to all the partners and sponsors!
We, together, will have children away from preventable injuries!



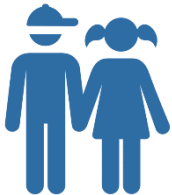
2020 KEY ACHIEVEMENT NUMBERS



- Join the discussion with related agencies on advocacy to have child restraint usage into the National Law on the Protection of Minors



- 1 survey was issued on teens walking safety in Shenzhen in a comparison with other 3 cities.
- 3 surveys were accepted by the Safety 2022 held by World Health Organization to do an oral presentation at Pre-conference global



- 1,384,686 children, parents and youths were reached through 13 programs in 26 cities with on-line and off-line activities.



- 247,462 volunteers and community people joined on-line and off-line activities, among which 1908 volunteers participated in the off-line activities. They were corporate employees, police, doctors and community healthcare staff.



- 398 media reports
- 37.7 million viewership of social media and impressions of print media.



- 1 graphic book on drowning is awarded as the Excellent Work of Picture Works of the 2020 New Area Healthy & Science Picture Work in the Contest for the 2020 New Ara Healthy & Science Promotion Contest held by National Health Commission Office, General Office of the CPC Central Committee Publicity Dept., Office of the Ministry of Science and Technology, Office of Science and Technology.
- 1 program on washing hands is awarded as 2019-2020 Excellent CSR Project by Shanghai Public Relations Association



2020 Annual Stories ---Kids We Touched

A Song Connected Wuhan & Shanghai

Li Yuxi, a five-year girl was separated from her mom because of COVID-19 during the winter holidays. She stayed at Whhan, while her mom stayed in Shanghai. Li Yuxi joined our campaign of "Because I Care I Wash Hands". She sent us the song "Invisible Germs" with her mom playing the piano in Shanghai, while she sang at Wuhan in January the song gained a high view in the social media and encouraged people working together to fight against the COVID-19. The program gained over 1.5 million viewership.



A Crying Baby Likes the Child safety seat Now

Yiyi, Xiao is two years old now. His mom joined our campaign named "Protecting Baby as an Egg-in-Box", which encourages parents using safety child safety seat for every ride for children. She sent us the photo and wrote: Yiyi cried each time before 2 years old for using a safety child safety seat, but one day after 2 years-old, she suddenly said I wanted to seat in the safety child safety seat. From then on, each ride, she herself sits in the safety child safety seat and asks parents to buckle up from her.

This is an encouraging story for us as the baby crying is accounted for over 80% for parents not using the child safety seat in our survey. But this story told us that as long as the parents persist, finally, children will like the safety child safety seat.



PROGRAM SUMMARY

In 2020, we have 13 programs, outreaching 1,386,864 parents and children in 26 cities with over 37.7 million of program impression through various media. The programs are on medication safety for children, home safety, road safety and nutrition healthy as well.

Home Safety Programs

Nearly 50% child injuries occur at home. Safe Kids China has several well-accepted and research-based home safety programs helping children on behavior-learning and parents on building a safer home for children with practical tools.

Medication Safety for Children Sponsored by Johnson & Johnson

I. Medication Safety for Children Community Education

This is the seventh year of the medication safety for children program. This year, in addition to the medication safety activities of kindergartens, communities, hospitals, we launched the on-line activities with the chain pharmacies which had covered 15 cities.

KEY FACTS OF THE PROGRAM:

RISK AREAS:

- Poisonings related to medicines among children

OBJECTIVES:

- To raise the awareness on medication safety for children and encourage behavior change among all the family members through prevention tools
- To involve more local parties for the program

NUMBER OF BENEFICIARIES:

- 4865 + parents and children directly reached in 15 cities

NUMBER OF VOLUNTEERS:

- More than 70 volunteers from Johnson & Johnson

MAJOR ACTIVITIES:

- Since June, medication safety for children program kicked off with a series of activities partnered with local chain pharmacies. The key educational message to parents and kids on safe storage, safety dosage, safe disposal and medicines are not sugar. the program has reached out to 5 cities with more than 3000 parents reached through on-line activity.
 - An event on medication safety for children was held at WanDa Shopping Mall of Nantong, one of the biggest shopping malls at Nantong. The event included, a lecture on medication safety for children given by Safe Kids China, a lecture on child health given by a doctor and interactive activities with parents and children. More than 110 families with parents and children participated in the event, while at the same time, over 20,000 of shoppers in the afternoon got the impressions of the event.
 - The off-line activities were led by the hospital doctors and nurses. They conducted interactive educational games to more than 1000 parents and children.
-



STORIES FROM BENEFICIARIES:

Dr. Liang at the Qingdao hospital told us: We could use children's medication safety toolkit to carry out medication safety activities for children in the hospital supported by Safe Kids China and Johnson & Johnson. Parents and children who participated in the activity believed that it is a different experience to participate in such interesting and rewarding activities while waiting nervously for medical treatment in hospital. They hope that such activities can be held more in hospitals to help children not be afraid of hospitals and doctors. Our doctors also believe that such activities are not only beneficial to parents and children, but also help to foster a friendly relationship between doctors and kids & parents as well.

**II. Lectures on Correct Care for Seasonal Common Diseases**

As part of the education on medication safety for children program, lectures on the correct care for the seasonal common disease were held for parents, focusing on the awareness of allergic rhinitis. One launch event, 8 face-to-face lectures and 4 live on-line lectures were held in 9 hospital in 7 cities, which were Shanghai, Shenzhen, Wuhan, Beijing、 Hangzhou、 Wenzhou and Chongqing.

KEY FACTS OF THE PROGRAM:**RISK AREAS:**

- Injuries related to child medicine safety
- Children's allergic rhinitis and cold identification and prevention and care activities

OBJECTIVES:

- Promote Safe medication, proper treatment and care in China
- Identify and distinguish between different symptoms of colds and allergic rhinitis

NUMBER OF BENEFICIARIES:

- 11 media reports
- 27 WeChat/ Weibo reports
- 621,802 people attended lectures and live-stream lectures delivered by 20 doctors
- 145,144 viewership on WeChat/Weibo

KEY ACTIVITIES

1. Kick of ceremony
 - 200 parents attended
 - 5 media reports
 - 10,000 viewership on WeChat/Weibo
2. 9 lectures in 6 different cities
 - 9 lectures in 6 hospitals in 6 cities, there were Pediatric hospital affiliated to the Fudan university, Children's hospital of Chongqing medical university, Children's hospital affiliated to medical college of Zhejiang university, Wuhan women and children's health care center, Beijing Children's Hospital and Shenzhen children's hospital
 - Over 600 parents attended the lectures delivered by doctors



3. 4 live- stream lectures in 3 different cities

- 4 live- stream lectures in 4 hospitals in 3 cities, there were The Second Affiliated Hospital of Wenzhou Medical University, Beijing Children's Hospital, Xinhua Hospital and Children's Hospital Affiliated to Capital Pediatric Research Institute.
- Over 621,192 people joined the live-stream lectures delivered by doctors

STORIES FROM BENEFICIARIES:



Feedback from audience

Due to the COVID-19, we did live-stream lectures on Correct Care for Seasonal Common Diseases on Tik Tok and Kuaishou. The lecture helps parents to raise the awareness of allergic rhinitis and colds, to understand the influence of allergic rhinitis on children's normal life and study, to improve parents' awareness of daily preventive care for allergic children, to distinguish between symptoms of allergic rhinitis, common cold, influenza. The lectures answered parents a lot of questions and helped parent on nursing their children for homecare, especially during the covid-19 period.

Home safety magic box training course sponsored by Covestro

Three train courses held in Covestro' offices and factory, children and volunteers joined Home Safety Magic Box training course. Through activities, children learned about "ask before drink", and parents learnt "put medicine into the cupboard without children's reach", "the correct way of medicine and chemical recycle" and so on.

KEY FACTS OF THE PROGRAM:

RISK AREAS:

- Injuries related to poison prevention

OBJECTIVES:

- To enhance awareness and safe behaviors for children at home so as to reduce related deaths and injuries.

NUMBER OF BENEFICIARIES:

- 3 trainer courses held
- 54 children and 100 volunteers

MAJOR ACTIVITIES:

1. Education

- Children and volunteers joined Home Safety Magic Box training course.
- Volunteers experienced the home safety course and were going to brought this course into communities.



STORIES FROM BENEFICIARIES:

One volunteer told us that by using different colors and smells of different liquid in the bottle, children got to know that they couldn't get to the bottle directly to drink they should ask before drinking or eating. This is really a good way to teach kids away from mistaking. We will teach this to

my own kid and other children as well.

SAFE KIDS at HOME sponsored by Honeywell

The year of 2020 is the 16th year of the program. The program focuses on injuries related to the children during the winter vacation at home through school teachers, Honeywell volunteers, community healthcare staff and online activity.

KEY FACTS OF THE PROGRAM:**RISK AREAS:**

- Injuries related to children during the winter vacation at home, focusing on three key elements: indoor air quality, no gas leakage and fire safety.

OBJECTIVES:

- To enhance awareness and safe behaviors for children during the winter vacation at home so as to reduce related deaths and injuries.

NUMBER OF BENEFICIARIES:

- 211,831 primary school students in 543 schools

NUMBER OF VOLUNTEERS:

- 78 Honeywell volunteers

MAJOR ACTIVITIES:**1. Education**

- School education through primary teachers, reaching 210,640 students
- School education through volunteers, reaching 6 schools and 1191 students

2. Awareness Promotion

- 14 messages were posted on the WeChat to promote the program, gaining 339,270 viewership
- "My Study On Children Safety" -- An on-line active, which encouraged student actively learning by creating post and videos with the knowledge of what they learnt. Till the closing date, 471 students uploaded their excellent works gaining 236,696 people participating in the "like" voting with a total of 371,926 voting.



STORIES FROM BENEFICIARIES:**Chen Xijun, Nanjing Youfu West Street Primary School**

During the winter vacation, I watched Safe Kids at Home videos. By watching the video, I learned a lot of security knowledge and deeply realized that in terms of security issues, we must take precautions first and be vigilant; we must establish a high degree of security awareness.

In addition, I also found out why I can't use the elevator to escape when a fire broke out by looking up information during the vacation, and shared this research with my peers.

**Road Safety Programs**

Each year, near 20,000 children and teens die or injured because of traffic crashes. It is the second cause of deaths among children (aged 1 to 14) injured in China. However, road traffic injury is preventable and there are evidenced practices and tools worldwide such as safety child safety seat, helmet and low speed...etc.

SAFE KIDS SAFE RIDE Sponsored by General Motors

The 2020 Safe Kids Safe Ride program focus on child passenger safety education to deliver safety knowledge and concepts to children and parents through kindergarten teachers, GM volunteers and community volunteers.

KEY FACTS OF THE PROGRAM:**RISK AREAS:**

- Injuries related to child passengers.

OBJECTIVES:

- To enhance awareness on child safety with in-and-around the car safety and skills on correct usage of child restraint.

NUMBER OF BENEFICIARIES:

- 30,950 parents and children
- 64 kindergarten and communities in 14 cities

NUMBER OF VOLUNTEERS:

- About 20 volunteers were trained by Safe Kids China and participated in community activities

KEY ACTIVITIES:

1. Kindergarten teacher training:
 - 32 kindergarten teachers in Shanghai Pudong participated in the training.
 - We trained the teachers on the theory of child injury prevention and how to conduct an effective kindergarten-based activity on in-and-around the car safety.
2. Education:
 - 34 people download the curriculum through SK-Teaching Center and educated 9850 parents and children.
 - 313 kindergarten teachers in 30 kindergartens in Shanghai Pudong educated about 21000 children using the Safe Kids Safe Ride curriculum and teaching tools.
3. Community interactive activity



We carried out traffic safety experience activities for children and parents in a shopping mall. More than 100 parents and children participated in the activity.

STORIES FROM BENEFICIARIES:

Catherine Jiang, GM volunteer



It was my pleasure to participate in the Safe Kids Safe Ride project partnered with General Motors China and Safe Kids China this year. I have benefited a lot in this activity as a volunteer and as a parent.

Children are the core of a family, and safety is the premise for the healthy growth of a child. Therefore, public welfare projects that pay attention to child safety have great significance. The whole afternoon activity consisted of four entertaining safety games with useful knowledge and interesting interaction and well accepted by parents and children. They all actively participated in these games. As

a volunteer, I am proud of involving in such an activity, which contribute positively to the community.

Gordon Mao, GM volunteer



A mother who participated in the game "Crossing the Road Between cars " said: "It turns out that there are so many situations and precautions for children's road safety. I think that I just need to follow the traffic light. It seems that I have to learn more about it". In the following activities, she and her child completed all the sections seriously. After that, she reviewed the precautions and safety actions in each part with her child.

Seeing their passion and efforts, I sincerely feel that the Safe Kids Safe Ride activity is like a magnifier, highlighting the importance of road safety in children's daily life, and drawing parents' attention to road safety.

Safe Kids Walk This Way Program Sponsored by FedEx

Since 2004, Safe Kids Walk This Way program was launched in China. The program including survey, education, environment improvement and policy promotion. In 2020, a survey on "Heads-up Device Down" among teens was issued and gained a high media exposure, including People's Daily. The education to teens was conducted in Shenzhen.

KEY FACTS OF THE PROGRAM:

RISK AREAS:



- Injuries related to road traffic crashes injury during walking among primary school, middle and high school students

OBJECTIVES:

- To enhance awareness and safe behaviors among children and teens on walking safety so as to reduce road traffic injury

NUMBER OF BENEFICIARIES:

- 200,000 primary school, middle and high school students in Shenzhen

NUMBER OF VOLUNTEERS:

- 100 volunteers

MAJOR ACTIVITIES

1 Survey issued

- A survey on distracted walk in Shenzhen was conducted with two middle school and two high school students were involved.
- The report on the distracted walk among 4 cities was issued. Over 10 media reports were generated including People’s Daily

2 School Education

- The education was done by schoolteachers. Safe Kids distributed the curriculum to teachers and also posted curriculum on-line (safekidschina.org/teaching center), which gained over 300 downloads over 26 cities
- Over 52000 students reached.

3 Volunteer activities

- FedEx volunteers and teachers joined the education to school students.

STORIES FROM BENEFICIARIES:

Two students from the Qiling Primary School of Shenzhen made a call to all the students: Walk with device down and Walk obeying the traffic rules

One student told us that through the education, he really learnt how dangerous it will be if walk and look at e-device. He is going to promote the device-down among his peers and younger peers as well.



Child Passenger Safety Law Advocacy Program sponsored by GRSP

Starting from 2016, Safe Kids China started a program to advocate child passenger safety law sponsored by the Global Road Safety Partnership. The program includes seminars with law influencers, public awareness campaign and targeted audience education.

KEY FACTS OF THE PROGRAM:

RISK AREAS:

- Traffic injuries, especially on injuries related to child passenger safety

OBJECTIVES:

- 1) To advocate on a mandatory child restraint law by engaging with policy influencers, enforcement authorities, and other stakeholders.
- 2) To raise public awareness on child restraint usage through awareness campaign and social media

NUMBER OF BENEFICIARIES:

- 4500 pregnant women and parents were directly educated
- 200,147 parents and children reached through different activities

KEY ACTIVITIES:

1. A seminar on promotion of child safety seat legislation

- A group discussion on law advocacy on child restraint was held in Beijing on December 17th. The meeting's objective is to understand the opportunities of having the child restraint usage in the regulation of child protection. The participants from the Beijing Child protection agency, China CDC, the law office of the Chinese Ministry of the Security also discussed how all the participants could do together to promote the child restraint usage among the parents as well. All the participants agreed that currently we need to continue on public promotion of the child restraint usage and at the same to give more related information to the policy-making influencers.

2. A social-media campaign on "Protect your baby-in-car as Egg-in-Box"

- To enhance public awareness of child restraint usage for baby. On Children's Day, we launched a campaign named "Protect your baby-in-car as Egg-in-Box", which had two parts: one was education to parents through 3 videos on law related to child restraint usage, the importance and correct usage; the other part was encouraging parent to upload the photos of their children in the child safety seat or children's drawing related to the child safety seat. Through four weeks we got 140 kids sending us photos on the safety seat with 175,638 viewership on social media.
- In addition to the campaign, we posted 28 messages on the Safe Kids China WeChat and Weibo, gained 743,981 viewership.

3. CPST training and child safety seat promotion activity

- To enhance public awareness on child restraint, especially among families with newborns and to help policy influencers well understand child restraint usage for the advocacy. We conducted CPST training in cooperation with Qingdao Women and Children's Hospital. Thirteen policymaker influencers from the CDC, traffic police and hospitals joined the training.
- A new CPST station was set up at the Qingdao Children and Women's Hospital as well.

4. Monthly maternal hospital promotion in Shanghai

- Monthly lecture given by CPSTs on child restraint was on the schedule of the pregnant school of Pudong and Songjiang Maternal hospitals.



- With the COVID-19, from February 2020, we successfully had the information on to the information screen of the Songjiang Material hospital. About 1500 pregnant learned child safety seats knowledge on the rolling screen. While for Pudong Maternal Hospital, the lecture was posted onto the e-learn course to the families, which had reached over 3000 pregnant women.
- We also set up safety seat posters in different wards of this hospital. Pregnant women can scan the QR code on the posters to learn about safety seat selection and installation.

STORIES FROM BENEFICIARIES:

Yinuo's mother's feedback

Yinuo's mother wrote to us on how she and Yinuo joined the campaign "Protect your baby-in-car as Egg-in-Box" as below: Yinuo is two years old now. In order to encourage her to use child safety seats for every trip, we participated in the campaign on "Protect your baby-in-car as Egg-in-Box". We made a handmade safety seat with Yinuo. Yinuo enjoyed a lot and loved the work that she made. As the photo showed: Yinuo was holding the hand-made car safety seat and sit on her own car safety seat. I was very happy. Looking at her smiling like a flower. I felt that everything was worth it. Safety seats can protect the safety of children and make our travel more assured and safer. This activity is very good, and hope our story can inspire more parents to give their children the correct use of child safety seats.



One Helmet One Belt Campaign Initiated by Safe Kids China

Since May 2020, the government launched "One Helmet One Belt" campaign to promote helmets for all bikers nationwide. Safe Kids China produced a short video on the correct wearing of 2V2 and joined police on promotion. The 2V2 way of the correct wearing of the helmet was also promoted through the Traffic Manager Bureau of Ministry of Security.

KEY FACTS OF THE PROGRAM:

RISK AREAS:

- Injuries related to cyclists

OBJECTIVES:

- To enhance awareness and safe behaviors among children and parents on the correct usage of helmets

NUMBER OF BENEFICIARIES:

- 100 adults
- 403,000 viewership,

NUMBER OF VOLUNTEERS:

- 20volunteers



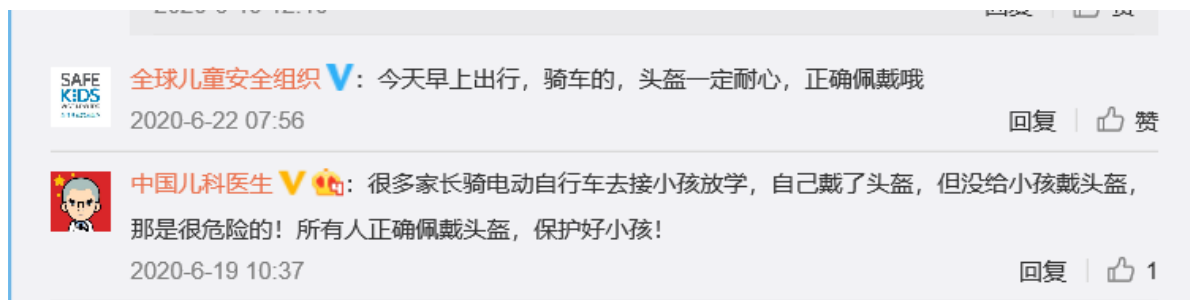
MAJOR ACTIVITIES

1. Education with Police in the community
 - Present on how to correctly wear helmet to 100 parents
2. Social media campaign
 - A short video was produced
 - 4 messages were posted gained over 403,000 viewership

STORIES FROM BENEFICIARIES:

Feedback from parents

The 3-year boy was very happy to get this helmet, which sponsored by Bell. The parents told us that the boy was interesting in riding a bike, they were in the plan of getting a bike to him in this toy exhibition. Now they were happy to get this protection tool.



Child Passenger Safety Technician (CPST) Program Initiated by Safe Kids China

Since 2014, the Child Passenger Safety Technician Training was introduced in China, Safe Kids China has held 10 trainings, involving 103 people. They come from 20 cities. Safe Kids China has already set up 15 CPST check stations in 7 cities.

Safe Kids China initiated “CPST Action Month” every November from 2015. Now it is the fifth year. This year, 10



CPSTs from 5 cities have conducted 7 activities, directly reaching over 40 people while having 18 child safety seats checked.

KEY FACTS OF THE PROGRAM:

RISK AREAS:

- Injuries related to children passenger

OBJECTIVES:

- To foster professional CPST to meet the huge needs
- To enhance awareness on the importance of the use and correct installation of child restraints
- To help public to install the child restraint correctly

NUMBER OF BENEFICIARIES:

- More than 900 Children/Family reached

NUMBER OF VOLUNTEERS:

- 45 CPSTs

KEY ACTIVITIES:

1. CPST training
 - 4 days CPST training
 - 13 CPST trainers
 - Qingdao Women and Children's Hospital became the 15th CPST check station
2. Short course for Shanghai Hongkou CDC
 - There were 35 people trained and successfully certified as a child passenger safety advocate.
3. CPST Month
 - 10 CPSTs apply to hold checkup event and promotion meeting
 - 40 Children/Family reached, 18 child safety seat checks

STORIES FROM BENEFICIARIES:

Feedback from parents

Thanks to the CPST guided me fixed the child safety seat in a correct way. I was so surprised to found that the route of belt was wrong for the equipment of the child safety seat. We supported the Law of Minor Protection on using child restraint for children.



Nutrition and Health

Nestlé Healthier Kids ---School Program Sponsored by Nestlé

The "2020 Healthier Kids School Program" was actively participated by Jing 'a District Center for Disease Control and Prevention and the Children and Adolescent Health Institute Center for Disease Control and Prevention of Shanghai. The National Children's Medical Center/Shanghai Children's Medical Center also support the project as project professional support.



KEY FACTS OF THE PROGRAM:

RISK AREAS:

- Injuries related to child healthy

OBJECTIVES:

- To enhance awareness on child healthy with 5 actions, choose nutritious and varied options, manage portions, choose to drink water, enjoy family meals together, and play actively

NUMBER OF BENEFICIARIES:

- 100 children educated
- 30 teachers from 21 primary schools in 3 cities
- 127 media report and online clippings
- 25020 viewership on WeChat and Weibo

KEY ACTIVITIES:

1. Kick-off Ceremony:

- The kick-off ceremony held in November in Shanghai, involving together with the Jing 'a District Center for Disease Control and Prevention and the Children and Adolescent Health Institute Center for Disease Control and Prevention of Shanghai. The National Children's Medical Center/Shanghai Children's Medical Center also attended the event as project professional support.

2. Education:

- A domo class educated 100 Year 3 students
- A training was given by the nutritionist and Safe Kids China to 20 teachers from 13 schools in Shanghai, 10 teachers in Tianjin and Chengdu participated in the training through online connection.

3. Program Promotion:

- 25020 viewership on SK WeChat and Weibo
- 127 media reports and online clippings

STORIES FROM BENEFICIARIES:



Teacher from Hualing School

"We always look for some professional and fun nutritious curriculum for children because everyday children waste lots of food during lunch time and after class they would go and buy some junk food and beverages to eat and drink. As a teacher, I think the "waste" is becoming a big problem now. We hope children eat healthy, drink water and no more waste. When I got this curriculum; I am very happy as it will help me to

teach children eat and drink healthier."



Clean Hands Healthy Kids sponsored by Metsä

During Covid-19, to encourage children and their parents to participate in keeping personal hygiene and to increase public health awareness on the importance of washing hands.

KEY FACTS OF THE PROGRAM:

RISK AREAS:

- Injuries related to health and safety

OBJECTIVES:

- To enhance awareness of the importance of the correct hand washing during the Covid-19

NUMBER OF BENEFICIARIES:

- 10 activities were held.
- 2300 children and families were educated
- 21478 viewership on Wechat/Weibo

NUMBER OF VOLUNTEERS:

- 15 volunteers

MAJOR ACTIVITIES

1. Kick-off Ceremony:
 - The kick-off ceremony held in June in a shopping center of Shanghai, 15 volunteers joined the ceremony deliver tissue packages and correct hand washing message to people around
2. Education
 - education in kindergartens、schools and communities by using hand washing magic box
 - deliver tissue package to students and families
3. Volunteer activities
 - education to children and parents on how to correctly clean their hands by collect children's drawing on project KV among volunteers

STORIES FROM BENEFICIARIES:



5 years old child and her mom

They were shopping around in the shopping center, and stopped when they saw the ceremony. The mum told us: “I think it is a great and simple way to teach children how to washing hands correctly by singing a song. Children love singing, now they know that they have to finish rubbing their hands until the song finished. ”

This program got an award from Shanghai Public Relations Association



PROGRAMS IN RESPONSE TO THE EPIDEMIC OF COVID-19 *Initiated by Safe Kids China*

I. “Because I Care I Washing My Hands” ---- Hands-Washing Promotion

With the new challenge of the epidemic of COVID-19, we collaborated with the New Mexico State University, launched a social media-based program on “Because I care I washing hands” program, introducing 8 songs which was written and sung by Kim Lytton is a female American musician, actress and educator. From January 22 to February 25, we asked children sent us the video of the songs they sang. Meanwhile, we posted a total of 47 messages on WeChat and Weibo, with total 1,541,319 viewership.

RISK AREAS:

- Anti-germs

OBJECTIVES:

- To raise the awareness on washing hands

NUMBER OF BENEFICIARIES:

- 6000 children and parents, with 290 videos collected

NUMBER OF VOLUNTEERS:

- 10 kindergartens involved with 50 teachers supported

MEDIA REPORTS:

- 47 Weibo (35 posts) & WeChat (12 posts) posts with over 1,452,069 viewership

ACTIVITIES:

- 8 songs are translated into the Chinese
- Launch a singing competition with the 8 songs
- Encourage parents to join in through kindergartens
- Post the promotion information and songs sung by children on the Weibo and WeChat

STORIES FROM BENEFICIARIES:



朱子言
前京小学

Ziyang Zhu, Qiangjing Primary School

I am so happy joining the song competition. I learn how wash to my hands, how germs spread. What is more, I could sing a song to my friends about these important messages.

Yantong, Wu, Xiao Ketou Kindergarten

I am happy joining the song competition. I learnt several songs, knowledge about germs and correct hand washing as well. “



吴彦彤
上海杨浦小蝌蚪音乐园





II. “How germs spread ---Let’s do an experiment together” program

A social-media based program to help children understand how germs spread in our daily life. The program was so well accepted by parents that they sent us videos that they did together with their children on the experiment of germs spreading according to the demo video that *Safe Kids China* made.

RISK AREAS:

- Anti-germs

OBJECTIVES:

- To raise the awareness on how germs spread and the importance of washing hands

NUMBER OF BENEFICIARIES:

- 3000 children and parents with 146 videos collected

NUMBER OF VOLUNTEERS:

- 5 kindergartens and schools involved with 25 teachers supported

MEDIA RPORTS:

- 50 Weibo & WeChat posts with over 554,745 viewership

ACTIVITIES:

- Make a demo of the experiment on how germs spread
- Launch a social media campaign on the competition of doing a DIY experiment
- Encourage parents to join in through kindergartens
- Post the promotion information and songs sung by children onto the Weibo and WeChat





Stories from Beneficiaries

A “Little Science Teacher”—Liu Zeyang

Liu Zeyang, an 11-year-old student made an experiment and told his classmates on how germs spread through a short video. Within this video, he was called by his classmates “Little Science Teacher”. He was so proud that his video could be watched by his peers through schools and Safe Kids China social media. He said, through this experiment, he not only learnt about how germs spread, but also that he found himself could join the promotion on fighting against COVID-19.



CAPACITY BUILDING

I. Safe Kids Certified Speakers

Safe Kids Certified Speakers Training has been held for 5 years, which about 200 people from more than 30 cities certified as a Safe Kids Speaker. They are dedicated to the promotion of safety knowledge and behaviors in schools, communities and among the public not only in metropolitans but also in second and third-tier cities of China, benefiting ten thousands of children and adults.

KEY FACTS OF THE PROGRAM:

RISK AREAS:

- Injuries related to children

OBJECTIVES:

- To encourage more people on child injury prevention by capacity building
- To enhance public's awareness on child injury through training, interactive teaching actives and other kinds of promotion
- To promote safety knowledge and behavior to children with interactive teaching tools

NUMBER OF BENEFICIARIES:

- 42 Safe Kids Certified Speakers were certified in 8 cities



- 172367 adults and children at different ages educated and trained
- 48 activities held in 9 cities by 11 Safe Kids Certified Speakers
- 92114 Weibo & WeChat viewership

NUMBER OF VOLUNTEERS:

- 42 Safe Kids Certified Speakers in 8 cities

KEY ACTIVITIES:

1. Activities:

- 48 activities were conducted, including training, lectures, in-school activities and in-community activities.
- 11 Safe Kids Certified Speakers were involved.

- Training and Certification:

- 3 training held, 2 in Shanghai, 1 online training
- 42 Safe Kids Certified Speakers were certified in 8 cities

2. Program Promotion: Promotion through Weibo and WeChat, gained 92114 viewership.

STORIES FROM BENEFICIARIES:

A lawyer and a child injury prevention promoter



Geng Chao from Ningxia, was awarded as "Yinchuan 2020 Outstanding Public Interest Lawyer" for his work in the field of juvenile protection by the Yinchuan Justice Bureau of Ningxia Hui Autonomous Region and Yinchuan News Media Group, Yinchuan Lawyers Association. Geng Chao, a SK certified lecturer and a lawyer of the Beijing Yingke (Yinchuan) Law Firm. As a SK

certified speaker, he used after working time for child injury prevention promotion through lectures and also media such as joining the Beijing Radio program on child safety.



Safe Kids China in Media

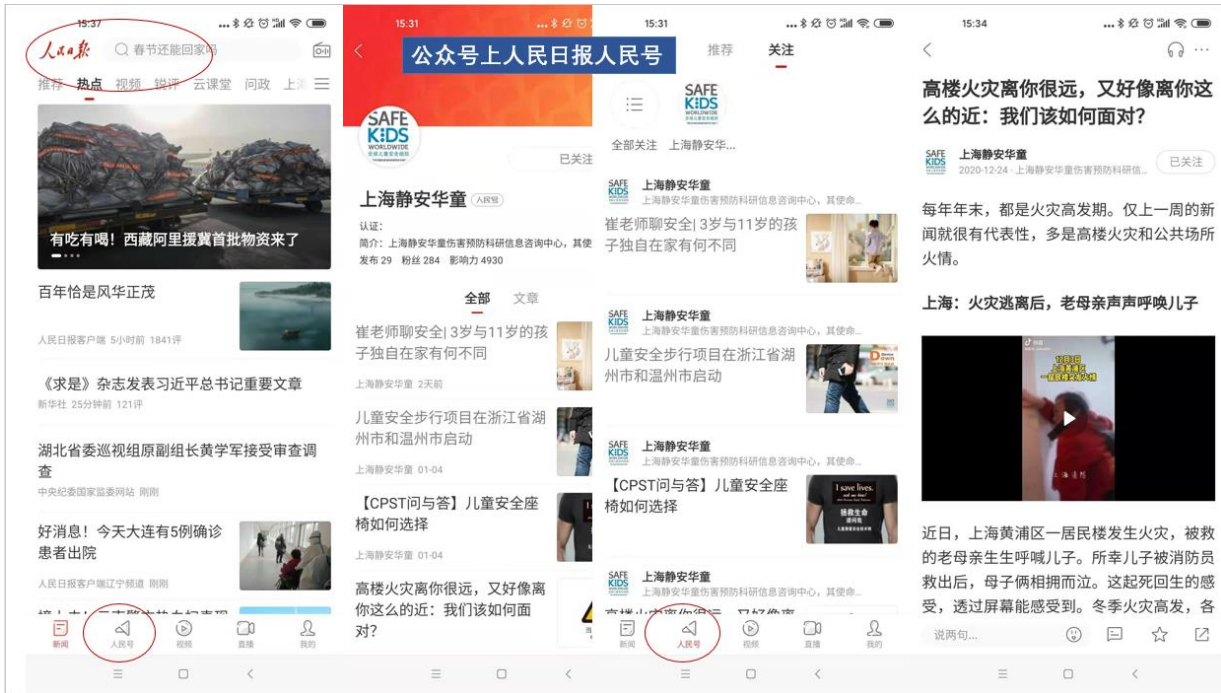
In 2020, Safe Kids China kept a high media impression to over 39.83 million through social media, print media and radio and TV.

- Over 29 million viewership of Sina Weibo and WeChat with over 2500 posts
- One post on Weibo gained 1.42 million reads and 18 posts gained over 100,000 reads
- 390 media reports

We were invited to have "Safe Kids" column onto Hao (人民号) which is under People's Daily, a nationwide popular media in China.

Our articles provided child safety messages to nationwide parents to keep children away from injuries, at the same time, highly raised the Safe Kids brand image among the public as well.





如何让孩子远离垃圾食品

限制播广告 定期搞科普 一起做做饭

受访专家: 全球儿童安全组织中国区首席代表 崔民彦
本报记者 江越

油炸等制作工艺,吃多了还可能影响智力发育。发表在美国《临床儿科学》上的一项研究,采集并记录8544名学生10~13岁3年间的快餐摄取情况和成绩后发现,经常吃快餐的孩子成绩不如正常饮食的孩子。此外,高油高糖食品易成瘾,会影响孩子对正餐的食欲,不利健康饮食习惯的养成。

如何让孩子远离垃圾食品?崔民彦建议,除了要在政策上限制,减少儿童在电视、社交媒体中接触垃圾食品广告的次数,学校和家长也要加强对青少年儿童健康饮食的教

Injuries are preventable!

Our Mission is to reduce all the preventable injuries among children!

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