



SAFE KIDS NO INJURY

Safe Kids Worldwide- China
August 2020

OUR MISSION



**Keep all kids Safe
from preventable injuries**



PREVENTABLE INJURIES ARE #1 KILLER OF KIDS IN CHINA

IT'S A SERIOUS PROBLEM
AROUND THE WORLD.

*Globally, a child dies from a preventable injury
every 30 seconds.*

every
30
seconds



Safe Kids China

- Starting from 1999
- Major programs & partners
 - **Johnson & Johnson** (Home safety Medication safety....)--- 1999 to now
 - **FedEx** (Child Pedestrian) --- 2004 to now
 - **Honeywell** (Fires & burns)--- 2005 to now
 - **General Motors** (CPS) --- 2013 to now
 - **Global Road Safety Partnership**(Road Safety) –2016 ---Now

Others: Continental SGS, Celanese, Novalis, Covestro, 3M





Program Impact for 20+ Years

- **Deaths down:**
 - 28% deaths down from injuries among children ages 0 to 14 from 2000 to 2009, 30,000 lives saved, then keep in a stable trend, accounting 45%--50% to total deaths.
- **Research-based:**
 - 30+ surveys issued, averagely 2-3 each year
- **Parents & children reached:**
 - Directly and indirectly reached 0.7 million+ people annually in over 40 cities nationwide
- **Capacity building:**
 - 148 SKC speakers in 14 cities, giving 100 lectures nationwide each year
 - 55 CPSTs in 13 cities (starting CPST month in 2016)

HOW WE DO

CHILD INJURY PREVENTION WITH FIVE PILLOWS

Research

Project

Advocacy

Awareness

Resource
Combination



Evidence-based Programs

Over the past 20 years, we've published nearly 20 research reports.



Programs Shared in Global



- Our programs and researches were shared worldwide.
- Our PSA “*Indoor Air Safety*” received International Safety Media Golden Award; the PSA “*Open Car Door with Right hand*” received International Safety Media Honorary Award.



Programs in China and Global

Educational short video on IAQ got a Gold Video Award at the 12th World Conference on Injury Prevention & Safety in 2016. The video was presented at the conference
This is **the first** China program video got the Gold Award.



International Safety Media Awards

Using Media to Promote Safety and Prevent Injuries



Video linkage: <https://v.qq.com/x/page/j0180y1205d.html>



Education & Awareness Program

Focusing on Behavior Change

Changing the Course

Knowledge - Action- Behavior

- Behavior guide
- Behavior aids
- Law implementation



How we reached parents & children

**Over the past 20 years, we've covered more than 40 cities,
Accumulatively reached over 7 million parents and children.**



Training to Teachers
Of Schools and Kindergartens



Education In
Kindergartens &
Schools through
teachers, SK educators
and volunteers



Volunteers join in our
in-school activities



Interactive Activity
with Families



Education --- Magic Box

- **Magic box with behavior change following up**
A box with educational tools for educators
Why and What's in the magic box

Magic Box ✨

- Why: consistent messagers, standard evaluation
- What's in the magic box
 - Curriculum with a video
 - Interactive tools
 - Homework with children and parents (leaflets, coloring sheets)
 - Protection tools
 - Evaluation sheets



Education --- Magic Box

Traffic Safety Education Magic Box are used by the Police





Education --- Magic Box



The magic box to schools is introduced is on the Shanghai Education News Website.



Education --- Magic Box

A series of child safety education lectures made by Safe Kids China for one of the course of the continuous learning of all Shanghai Teachers



上海市教师教育管理平台(十三五市级平台) 今日 2018-5-3

教师管理 课程管理 班级管理 主讲教师 系统管理

← 校园安全与安全教育 课程详细信息

导出课程信息

基本信息

课程名称	校园安全与安全教育	课时	20
课程模块	知识技能	课程级别	上海市市级共享课程
学段	其他	学科	安全教育
课程提供方	上海静安华童伤害预防科研信息咨询中心		
课程管理者	王羽婷 葛文娟 彭春燕		
对应学习平台	十三五学习平台		
特殊审核课程	<input type="checkbox"/> 特殊审核课程		
主讲教师	章森格 (社会机构主讲教师) 崔民彦 (社会机构主讲教师)		
课程简介	<p>儿童伤害是中国及全球的一个挑战。在全球每天有2000多名儿童因伤害而死亡;而在中国,每年有近5万名儿童因伤害而死亡。但是,伤害是可以预防的。世界卫生组织的数据告诉我们,如果已被证明有效的伤害预防方法在全球被应用,那么每天我们就可以挽救1000名儿童的生命。但是什么是已被证明有效的伤害预防的方法,如何运用伤害预防策略来预防伤害是大众所面临的问题。</p> <p>学校,作为儿童活动时间最长的场所,保证在校儿童的安全是不容忽视的任务。伤害预防不是只有学校管理者需要关注的问题,做好伤害预防需要在学校中形成一个伤害预防的文化,只有在这种文化下,才能使学校中的每一个人时时关注伤害、时时发现潜在的伤害,让在校的每一个人都安全。而从教师个人来说,预防伤害的学习也将帮助自己在日常生活中降低伤害的发生。</p>		

校园安全与安全教育

Safety Education on Campus

每一个孩子有一个梦想
每一个家庭有一个幸福
孩子健康成长
才能梦想成真

主讲人:
章森格 全国儿童伤害预防专家(Safe Kids China)首席专家
崔民彦 上海市静安区华童伤害预防科研信息咨询中心首席专家
章森格 全国儿童伤害预防专家(Safe Kids China)首席专家
崔民彦 上海市静安区华童伤害预防科研信息咨询中心首席专家

SAFE KIDS

https://v.qq.com/x/page/a0343iczfa7.html?spm=a2h0c.8166622.PhoneSokuUgc_6.dtitle

Project Example (1)

Child Passenger Safety

1. Research & Survey:

- Research to understand child passenger safety among parents

2. Media Event:

- Launch the event with media involvement and research issue

3. Education in Kindergarten:

- Curriculum and educational tool development for kindergarten teachers and volunteers
- Training teachers and volunteers
- Teachers and volunteers give education to children
- E-curriculum for all the teachers and volunteers who are interested.



Project Example (1)

Child Passenger Safety – Public Awareness and Advocacy

A research on child passenger safety was issued, which was used

- 1) Public awareness
- 2) Policy advocacy for implementation of child restraint usage law
- 3) Target audience education:
The research helped us to understand the insights of why parents not use child restraint, which helped the development of education curriculum

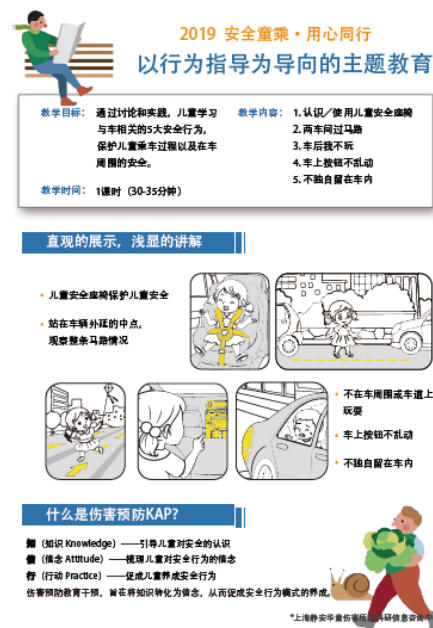


Project Example(1)

Child Passenger Safety ---Kindergarten Education



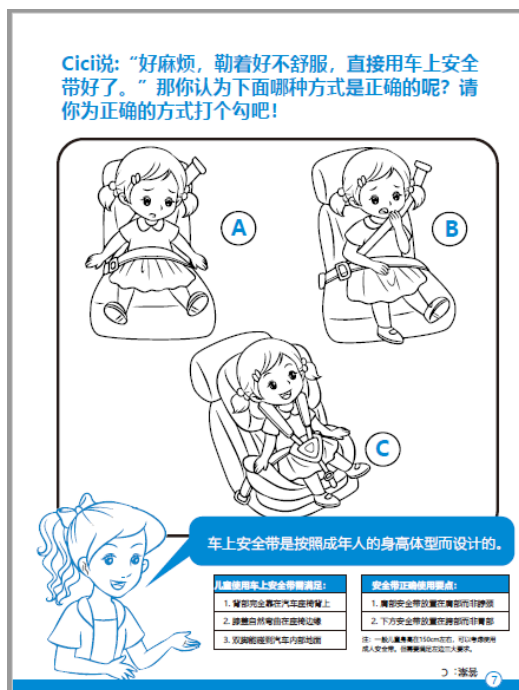
Curriculum Briefing to Teachers and Volunteers



Educational Tool Box --- Magic Box to kindergartens

Project Example(1)

Child Passenger Safety—Kindergarten Education



Interactive Educational Brochures to Children and Parents



Kids' drawings

Project Example(2)

Medication Safety for Children

A program with sponsors and partners of the sponsors:

The program is sponsored by a pharmaceutical company. Through them, partnered with pharmacies together to reach parents and kids.

Interactive educational activities are held at the shopping malls, where pharmacies are located.



Project Example(3)

Winter Vacation Safety

A program partnered with Honeywell, since 2005.

- The contents include fire and burn prevention during the winter season, adding air pollution in 2016.
- The target audience is primary school students
- Time period: Focusing on winter vacation



Project Example(4)

Employee Engagement

In the project we create opportunities for employees through various ways, not only joining in-school activity, but also making videos calling for safe behavior for children, making videos for the curriculum.... Etc.

Examples: Video of employees calling for stopping for crossing children.

https://v.youku.com/v_show/id_XMzQ5MTQ2NjczMg==.html?spm=a2hzp.8253869.0.0



Project Example(5)

Digital Program

We also conducted several digital programs, especially during COVID-19.

Here is a program call “Because I care I wash my hands.” Children learn songs and sent us videos of they singing songs

<https://m.rrxiu.cc/?v=hzaowc>



Because I care
I wash my hands



How Germs Spread



Protect Your Baby in Car
as Protect Eggs

Program Endorsed by Government and Media

- Our programs gained endorsement from both government and media
- Our programs were shared as models in the *Technical Guideline for Child Injury Prevention in China*



首页 > 要闻

青少年儿童伤害现状回顾报告

2017-12-25 15:14:34 来源：中国妇女报

中国妇女报·中国女网记者耿兴敏 发自北京为提高儿童和家长对儿童伤害的认识、家长和儿童的共同参与预防儿童伤害，12月22日，中国疾病预防控制中心慢病安全组织在北京联合发布《中国青少年儿童伤害现状回顾报告》。

报告指出，2010~2015年，伤害是我国0~19岁青少年儿童死亡的首要原因，道路交通事故伤害和跌倒/坠落是前三位伤害死因。来自全国伤害监测系统的门急诊监测0~18岁儿童伤害病例总体呈上升趋势，其中1~4岁年龄组占比最高，家中是伤害病例最常见的伤害类型。

发布会上，国务院妇女儿童工作委员会、联合国儿童基金会、中国疾病预防控制中心对青少年儿童伤害提出了预防策略，并对儿童伤害预防策略和儿童居家安全行为

National Working Committee
on Children and Women
under State Council



#5分钟简易心肺复苏学习# 【拯救生命 你也可以】

❤据流行病学数据显示，中国每年因心源性猝死人数达到54万人，每天有近1500人猝死，且多发生在公共场所或家中，抢救率极低。为此，简易心肺复苏学习显得尤为重要。2012年，美国AHA（美国心脏协会）倡议公众学习简易手法。戳视频👉。我们期待您的传播👉👉👉全球儿童安全组织的秒拍视频



1103万次观看

Social Media Impact

Top No. 5 exposures of international organizations weibo in China



December

November

October

list of International Weibo of NGOs in 2018

Social Media Impact



- These two videos viewership achieved to over 9 million and 1.90 million
- The PSAs are aired at buses and screens of the shopping mall

THANK YOU

Let's Make Every Kid A Safe Kid.



mcui@safekidschina.org



全球资讯，一手掌握
您身边的伤害预防专家