

以全球伤害预防的循证实践为基础，促进儿童伤害
Keep All Children Safety From Preventable Injuries
through Evidence-based Global Practice

**SAFE
K:DS**
WORLDWIDE

全球儿童安全组织



2021 年度报告

ANNUAL REPORT

Safe Kids China

2022.1.18

A decorative graphic at the bottom of the page consisting of several overlapping circles in various colors: green, yellow, red, and orange. The circles are of different sizes and are arranged in a way that they appear to be floating or overlapping each other.

2021 ANNUAL REPORT

Executive Summary:

The 2021 was a special year that challenges everyone to be creative and to made changes. Through collaboration with our partners and social volunteers, we got 14 programs, directly reached over 410,000 children and parents in 49 cities. We had over 640 volunteers worked with us for the activities. The activities generated more than 750 reports, with the impressions over 648 million.

Evidence-based Results Widely Quoted by the Media

Four surveys were conducted related to medication safety, child passenger safety, youth districted walk and nutrition. The results of two surveys widely quoted by the media with over 190 million impressions. The results of the survey also guided us on curriculum development and child restrain promotion among policy-making influencers.

Partnership – Go West

In 2021, we continuously built partnership with local hospitals with setting up child safety promotion center with local hospitals for collaboration with doctors to give safety education to local parents. This year, we had set up two centers, one is with Beijing Children’s Hospital, one with the Ganshu Children’s Women Hospital and the Ganshu Maternal Hospital, a west province in China. Up to now, we have 6 centers and 3 coalitions in 8 cities nationwide. With those centers and coalition, we have professional resources as doctors, hospital injury cases and also the ability to have local activities for child injury prevention. Meanwhile, with the certified Safe Kids lecturers (SK Speakers), Safe Kids activities have gone to the west cities as Lanzhou, LinXia, Ninchuan, Xianyang, Baoji and Zhangzhong.

Safety-Healthy- Sustainability

Keep children grow safe in a healthy and sustainability environment is also what we are expecting. In 2021, we expanded our program to healthy and sustainability field with the programs on health nutrition with Nestle and clean air with Blueair.

Capacity Building

Our capacity building through the training programs of SK speakers and Child Passenger Safety Technician helped the child injury promotion nationwide. Up to now, we have 180 SK speakers in 14 cities They are conducting injury prevention education and activities in their communities. In 2021, 10 people joined child passenger safety course, and become child passenger technicians. Through them, we had over 40 educational lectures on child passenger safety in the communities.

For the past 22 years, we are happy to see that the injury death rate among the total death rate of the children was showing a wave of dropping.

Thanks to all the partners and sponsors!



2021 KEY ACHIEVEMENT NUMBERS



- 4 survey was issued on teens walking safety; medication safety for children & healthcare; child passenger safety and nutrition.
- 3 surveys were accepted by the Safety 2022 conference held by World. Health Organization and gave oral presentations at Pre-conference global injury prevention showcase in 2021.



- 411,272 children, parents and youths were reached through 14 programs in 49 cities with on-line and off-line activities.



- 640 volunteers and community people joined on-line and off-line activities. They were corporate employees, police, doctors and community healthcare staff.



- Join the discussion with the law on National Minor Protection and the China Children Development Outline. The law and the outline were issued with child injury prevention in.



- 755 media reports
- 648 million viewership of social media and impressions of print media.



- Safe Kids Safe Ride project was awarded as the 2021 Outstanding CSR Program at the 11th China Charity Festival.





“I now know medicine is not sugar. I should ask before taking.”



2021 KEY PROGRAM

Home Safety Programs

Home is regarded as the safest harbor for everyone, however for children, nearly 50% of childhood injuries occur at home. Safe Kids China collaborated with partners having several research-based home safety programs to help children on behavior-learning and parents on building a safer home for children with practical tools.

Child Medication Safety Program Sponsored by Johnson & Johnson

This is the ninth year of the medication safety for children program. This year, the medication safety for children campaign entered Shandong Province.

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:

- 2500 + children and parents directly reached in 2 cities in 4 kindergartens and one activity in Suzhou

NUMBER OF VOLUNTEERS:

- 14 volunteers from Johnson & Johnson
- 28 parents and social volunteers involved

MAJOR ACTIVITIES:

1. Survey

One survey was conducted on health care and medication safety for children among parents and grandparents. The results of survey showed that there were different methods among parents and grandparents for dealing with fever in children, while for safe storage of medicines, both parents and grandparents need to improve their safety behavior. For how to deal with fever in children at home, both parents and grandparents need to learn scientific ways. At the same time, good communications among two generations also required, especially when the grandparents are stick to the tradition ways to reduce the fever, such as using alcohol to reduce fever.

2. Kick-off Ceremony

The kick-off ceremony held in October in Beijing. The project was sponsored by SJJP and Motrin, hosted by Guang Ming Web. Safe Kids China shared the results of a survey on the current situation on child care and nursing among parents and grandparents.



3. Education

- 2 kindergarten interactive experience activities held in Qingdao and Linyi
- 9 teaching kits were given to the kindergartens
- 2400 + children and parents directly reached in 2 cities in 4 kindergartens
- 2 expert lectures held online with 2 kindergartens parents joined
- 1 interactive experience activities held in Suzhou with 100 parents and children joined

4. Media Viewership/Impressions

- 5,000,000 viewership and impressions through WeChat/ Weibo/ 60 media reports

STORIES FROM BENEFICIARIES:

Ditector from Qingdao Xindu Kindergarten director

Mrs. Men: "I am very happy that the program endorsed by an authoritative platform can come to our kindergarten. The safety of children in kindergarten is the most concerned issue of parents. Safety first is also our school purpose. However, the safety of children outside the kindergarten also needs more attention from parents, such as how to deal with the child's fever correctly, how to avoid children taking medicines as sugar. I hope that through this medication safety for children campaign, children and parents can understand more about medication safety and child healthcare, so that every child can grow up healthier, thank you!"



Safe Growth, Care for Children Program Sponsored by Ezviz

This project was sponsored by Ezviz. Safe Kids China, Hangzhou Center for Disease Control and Prevention, Yuhang District Health Bureau, Yuhang District Education Bureau and the Center for Disease Control and Prevention of Yuhang District jointly hosted this project with the support of Zhejiang CDC

KEY FACTS OF THE PROGRAM:

RISK AREAS:

- Injuries related to home safety and road safety
-

OBJECTIVES:

- To raise the safety awareness and enhance self-protection skills of the children about home safety, road safety and safety in the public area as well
-

NUMBER OF BENEFICIARIES:

- 29132 children and parents were reached through in-school activity and on-line interactive activities, among which 5076 children and parents educated through 10 schools and kindergartens in Shanghai and Hangzhou
-

NUMBER OF VOLUNTEERS:

- 5 volunteers from Ezviz
 - 11 social volunteers involved
-

KEY ACTIVITIES:

1. Kick-off Ceremony

- The kick-off ceremony was held in October in Hangzhou, Hangzhou Center for Disease Control and Prevention, the Health Bureau, the Education Bureau and the CDC of Yuhang District jointly hosted this project with the support of Zhejiang Center for Disease Control and Prevention.
 - 50 parents and children joined the interactive educational games following the ceremony.
-

2. Education

- A training was given by Safe Kids China to 6 teachers and 10 parents from 6 schools and kindergartens in Hangzhou
 - 5076 children educated in 10 schools and kindergartens in Shanghai and Hangzhou
 - 12 educational kits were given to teachers
 - 1 interactive experience activities held in Hangzhou with 50 parents and children joined
 - 24056 people joined online activities “identify the risks in your home online research activities”
-

3. Media

- 6 media report and online clippings
 - 31384 viewership on WeChat and Weibo of SK social media
-



STORIES FROM BENEFICIARIES:

A Parent of a 5-year-old child

“My child was interested in these interactive experience activities, she had lots of fun, also through these activities, she learnt a lot of safety skills and self-protection skills.”



Home Safety Activity Sponsored by Shanghai Family Planning Association

Collaborated with Shanghai Family Planning Association, a home safety program to pre-school kids and caregivers was launched. Safe Kids China developed educational toolkits and 80 home safety interactive education tools to 40 pre-school care centers in 16 districts.

KEY FACTS OF THE PROGRAM:

RISK AREAS:

- Injuries related to child home safety

OBJECTIVES:

- To enhance awareness on child home safety for pre-school kids and caregivers
-



NUMBER OF BENEFICIARIES:

- 131060 parents and children were reached through on-line and on-site education to children and caregivers and live broadcast.

KEY ACTIVITIES:

1. Education

- 2 activities were held in a pre-school education center and a community center
- 60 children and caregivers educated
- 131,000 people watching a live broadcast in Xuhui Family

2. Education tool distribution

- 80 home safety interactive education tools to 40 pre-school care centers in 16 districts.

3. Media

- 2 online reports generated

STORIES FROM BENEFICIARIES:

A Grandmother said to us:

“As a grandparent, it’s great to have these profession and fun lecture in our community. Children had fun and we got useful skills. Through this class, I found that I really missed a lot of risk points at home.”





**“I am so happy to get all
the safety games done .
I got five stars.”**



ROAD SFAE PROGRAMS

SAFE KIDS SAFE RIDE *Sponsored by General Motors*

- The 2021 Safe Kids Safe Ride program focused on child passenger safety education to deliver safety knowledge and concepts to children and parents through kindergarten teachers, GM and community volunteers. The program gained an award as the 2021 Outstanding CSR Program at the 11th China Charity Festival.

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 the correct usage of child restraint.

NUMBER OF BENEFICIARIES:

- 64271 parents and children
- 288 kindergarten and communities in 12 cities

NUMBER OF VOLUNTEERS:

- 24 volunteers were trained by Safe Kids China and participated in community activities
- 494 volunteers were recruited

KEY ACTIVITIES:

1. Survey

- A survey on the awareness and the use of car seat among parents in three cities were conducted. The results of the survey show us 79% of respondents say they have a child safety seat, but only 53% of respondents say they "always uses" for every trip. What is more, only 35% of respondents say they use regardless of the distance and 34% of respondents say they use regardless the traveling time.

2. Launch Event

- In June of this year, a launch event was held with the release of the survey. Top management of GM China joined the event. The Director of the Promotion Department of Shanghai Police and the Vice Chairman of Shanghai Family Planning Association gave speeches. Officials from Shanghai CDC also joined. Following the event, interactive games were held among children with GM volunteers.

3. Education

- 263 teachers from 222 kindergartens in Shenzhen Nanshan participated in the training online and offline. We trained the teachers on the child injury prevention and how to conduct an effective education to children based on the on in-and-around the car safety curriculum developed by Safe Kids China.
 - 64 people download the on-line curriculum through SK-Teaching Center and educated 18771 parents and children.
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4. Community interactive activity

- We carried out traffic safety experience activities for children and parents in children's community activity center, shopping mall, Chevrolet 4S shop. More than 420 parents and children participated in the activity.

5. Social volunteer recruitment

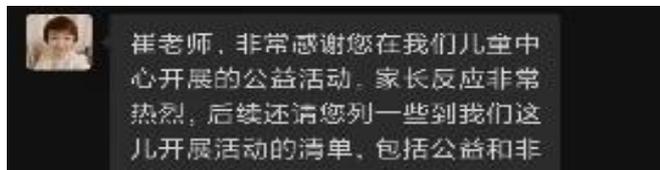
- In July this year, the recruitment of volunteers was launched for the society. By the end of the year, a total of 494 social volunteers had been recruited, some of whom provided voluntary services in community activities.

6. Media

- The survey results were quoted in more than 200 media reports, with 1,937,473,899 viewership

STORIES FROM BENEFICIARIES:

Ms. Li, Chairman of Pudong Huamu Women and Children Association



Thanks for having this road safety interactive activity at our Children's Center. The parents gave very good comments on the activity



Child Passenger Safety Advocacy Program Sponsored by GRSP

Starting from 2016, Safe Kids China started a program to advocate child passenger safety related law and regulation sponsored by the Global Road Safety Partnership (GRSP). The program includes seminars with law influencers, public awareness campaigns and targeted audience education on correct usage.

KEY FACTS OF THE PROGRAM:

RISK AREAS:

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

OBJECTIVES:

- To advocate the importance of using child restraint usage to the decision-making influencers and advocates nationwide
- To raise the public awareness of the law on the child restraint usage and the correct usage of the child restraint

NUMBER OF BENEFICIARIES:

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

KEY ACTIVITIES:

1. Build an on-line information website for nationwide policy advocates, media, GRSP grantees, educator and parents to promote child passenger safety

To support national advocacy and media promotion, a website on child passenger safety was developed, which includes the comprehensive information from law, regulation, injury factsheet correct usage and product recall www.childpassengersafety.com.cn. A leaflet about the website was created and 500 copies were distributed to experts, police, policy influencers and media as well.

2. Advocacy on child restraint correct usage through capacity building (CPST Training)

- To enhance the awareness of newly issued Minor Protection Law and the correct child restraint usage, an advocacy event was held with a capacity building training of CPST among the promoters such as police, healthcare staff and educators on May 25 to 28 at Beijing with the collaboration of the Beijing Children's Hospital. The training also gained endorsement from police, CDC and pediatricians from Beijing, Hangzhou, Shenzhen. Totally, we had 10 people trained.
 - Following the training, an advocacy event on the promotion of Minor Protection Law and child safety seat usage was held. At the same time, CPSTs gave correct usage guide to the parents on-site.
 - The event generated 5 media reports including CCTV, the messages posted gained over 9 million viewership (Safe Kids China Weibo got 256516 viewership, KOLs gained over 9.19 million+).
-



3. Child Passenger Safety Seminar

To enhance multi-sectional collaboration on child passenger safety, understand current situation of the use of child restraint, and call for the multi sectoral collaboration on promoting the related law (MLS & RTL) on child passenger safety, a child Passenger Safety Seminar was carried out on November 26th in Shenzhen. The seminar had 27 participants while over 250 audience watched the seminar through live-broadcast. Thirsty articles were reported. The official website of Shenzhen Municipal Government and Shenzhen Municipal Health Commission reported the seminar as well.

4. Monthly social media promotion on CRS

Each month, Safe kids China WeChat & Weibo posts articles on child passenger safety. The followings were the topics that have been posted:

- The importance of child safety seats
- Selection and use of child safety seats
- When can children use seat belts
- The law on the use of child safety seats

We had 53 messages posted on the Safe Kids China WeChat and Weibo, which gained 556540 viewership.

STORIES FROM BENEFICIARIES:

Peng Ji from Shenzhen CDC

In Shenzhen, the number of families with child safety seats has reached 72.6%, and the usage rate is 47.6%. However, most parents also buy safety seats online, so the correct use of safety seats is a problem. We are very pleased to work with the Safe Kids China to launch the "Shenzhen Child Passenger Safety Technician Guidance Station". Through the community, the target group will get the information on the correct selection and use of the car seat.



Safe to School Safe to Home Program Sponsored by Bridgestone

In 2021, Safe Kids China joined hands with Bridgestone to launch a road safety project called “Safe to Home, Safe to School. The project aims to reduce road traffic related injuries through enhancing safe behaviors by education to children and parents, safety tool usage and school zone improvement.

KEY FACTS OF THE PROGRAM:

RISK AREAS:

- Injuries related to child on the way to school from home
-

OBJECTIVES:

- To improve routes safety to schools through surveys and intervention
 - To enhance parents’ awareness on school zone safety
 - To enhance children’s behavior on road safety
 - To involve volunteers in the activities
-

NUMBER OF BENEFICIARIES:

- More than 600 Children/Family reached
-

NUMBER OF VOLUNTEERS:

- 11 volunteer
-

KEY ACTIVITIES:

1. Survey on travel mode and road to find issues

- travel mode to school and back home
 - Mapping the major road to school to find issues
 - Observation on behaviors with volunteers
-

2. Launch event

- On Dec.20th, an in-school activity was held as a launch of the program at Hualin Primary School. The event included:
 - Speech from the school head
 - Speech from a Bridgestone representative
 - Education Magic Box to the school
 - Helmet donation from Bridgestone to the school
 - Interactive education given by Bridgestone volunteers and police to 190 students
 - Call for Safe to School Safe to Home
 - The event generated 3 articles and gained more than 440,000 views
-

3. In-School Education

- Curriculum and teaching tools developed
 - Two training conducted to 11 Bridgestone volunteers
 - One in-school education to 190 students with volunteer involvement
 - Education will be conducted by teachers with education materials to 780 students from now to April 2022
-

STORIES FROM BENEFICIARIES:



The teacher from Hualin Primary School said:

"As a teacher, I am really happy that the interactive road safety course can enter our school, and I believe that through this interactive class, my students must have a better understanding of the importance of helmets, and at the same time, they also have a better understanding of how to cross the road correctly, etc., which is really very educational." One student told to us "Every morning when my grandfather sends me to school, he gives me a helmet but he does wear it. Now I will definitely let my grandfather to wear it too."



[Child Passenger Safety Technician \(CPST\) Program Initiated by Safe Kids China](#)

Since 2014, the Child Passenger Safety Technician Training was introduced into China, Safe Kids China has held 11 trainings, involving 113 people. They come from 20 cities. Safe Kids China has already set up 10 CPST check stations in 8 cities.

Safe Kids China initiated "CPST Action Month" every November from 2015. Now it is the sixth year. This year, 10 CPSTs from 5 cities conducted more 20 activities, directly reaching over 2000 people with over 180,000 viewership of the information with 42 posts on the social media

KEY FACTS OF THE PROGRAM:

RISK AREAS:

- Injuries related to child passengers

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 2000 Children/Family reached

NUMBER OF VOLUNTEERS:

- 35 community people and CPSTs

KEY ACTIVITIES:

1. CPST training
 - 4 days CPST training
 - 10 CPST trainers
 - Beijing Children's Hospital became the 16th CPST check station
2. CPST Month
 - 8 CPSTs applied to hold educational lectures with car seat checks
 - 700+ children/family were reached in 5 cities

STORIES FROM BENEFICIARIES:

A to-be-father from Hongkong District of Shanghai

The father joined our CPST lecture and practiced how to fix a car seat. He told us this lecture was very beneficial for him, learnt that the child should use car seat for every ride and most important, now I was confident on fixing the car seat in a right way.





“We are now better understanding the sustainability in our daily life.”



Nutrition-Health & Sustainability

Nestlé Healthier Kids ---School Program Sponsored by Nestlé

The "2020 Healthier Kids School Program" continued and added the concept of sustainability. The officials and professionals from Shanghai Jing'an District Center for Disease Control and Prevention, Shanghai Jing'an District Bureau of Education, Shanghai Children's Medical Center, Beijing Children's Hospital, Xinhua Hospital Affiliated to Medical School of Shanghai Jiaotong University joined together reviewed the educational materials and participated in the launch event.

KEY FACTS OF THE PROGRAM:

HEALTH AREAS:

- Nutrition
-

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
 - To help students develop healthier behaviors
-

NUMBER OF BENEFICIARIES:

- 36278 students educated in 15 schools in Chengdu, Shanghai, Tianjin
-

NUMBER OF VOLUNTEERS:

- 25 volunteers from Nestlé
 - 8 social volunteers involved
-

KEY ACTIVITIES:

1. Survey

- A survey was conducted among students on awareness of nutrition through education in three cities (Chengdu/ Shanghai / Tianjin)". The results of the survey showed: after the first year of the education intervention, there is a significant increase in the knowledge on nutrition with a 37.33% increase after education, and a total 4.35% increase in four behaviors after the education while a 21.81% increase in taking drinking water with 7-8 times.
-

2. Program launch Ceremony

- The event was held in July in Shanghai Jing 'an District Youth Activity Center, involving together with the Jing 'an 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.
 - 35 students and 7 teachers from 7 primary schools attended the event, After the event, they went to TTL company for a visit for understanding food development and health; and also visited Yonghui supermarket to learn about packaging recycle.
-

3. Education

- 36278 students were educated in 15 schools in Chengdu, Shanghai, Tianjin
 - A nutrition lecture for parents and teachers was given by the nutritionist in Hualing Primary school
-



4. Media

- 16 media reports and online clippings
- 21437 viewership on WeChat and Weibo, over 109,000 recommended on People's Daily.
- 1857 viewership of the video on WeChat and Weibo

STORIES FROM BENEFICIARIES:

A 12-year-old student

Through this semester's study, I got to know the dietary pagoda. I learned that I should eat 25 kinds of food a week, and the nutrition should be moderate and balanced. I should not eat too much meat or too few fruits and vegetables. At the same time, I help my parents cook at home and have dinner with them



Freedom to Breathe Program Sponsored by Blueair

The project calls "Freedom to Breathe" for children, which was conducted in four cities (London, Beijing, Los Angeles and Delhi). Through the program, over 29,000 children globally called on the Committee of the UN Convention on the Rights of the Child (UNCRC) to acknowledge their right to clean air. In China, 5878 students joined the program.



KEY FACTS OF THE PROGRAM:

HEALTHY AREAS:

- Clean air
-

OBJECTIVES:

- To enhance awareness about the importance of clean, healthy air to children and how they can take action to improve the air they breathe.
-

NUMBER OF BENEFICIARIES:

- 5878 children educated and 18 teachers joined the program in Beijing
-

KEY ACTIVITIES:

1. Survey

Focus group survey was conducted to understand the students' awareness on clean air for health and their requirement for clean air. Fifty students joined the survey.

2. Virtual conference

On World Children's Day in November, a virtual conference was held by Blueair and Global Action Plan on clear air for children, Philip D. Jaffé, the ViceChair to the Committee of the UN Convention on the Rights of the Child, professor Ed Avol from University of Southern California, Rosamund Kissi-Debrah from the campaign "Our Children's Air", and etc. joined the event and made speeches. At the conference, over 20,000 children's calls for clean air was presented and UN acknowledged children's demand for the right to clean air.

3. Education

- 5878 children were educated in Beijing
 - 5888 children and teachers called for the clean air.
-

4. Media

- 126 media report and online clippings
 - 32294 viewership on WeChat and Weibo
-

STORIES FROM BENEFICIARIES:

A 11-year-old student

"It's very important to breathe clean air, and we as children are more vulnerable to air pollution because our lungs are less developed and our immune systems are weaker. Protecting the environment is the responsibility of everyone in the world, we can't survive without a livable planet."





CAPACITY BUILDING

Safe Kids Certified Speakers

Safe Kids Certified Speakers Training has been held for 6 years, which near 300 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 with effective and evidence-based base on injury prevention
- To stretch out to families, parents and children nationwide through trained SK speakers.

NUMBER OF BENEFICIARIES:

- 69 people from difference fields were certified in 6 cities
- 59148 adults and children at different ages educated through 73 activities in 14 cities
- 199,276 Weibo & WeChat viewership

NUMBER OF VOLUNTEERS:

- 18 Safe Kids Certified Speakers in 14 cities

KEY ACTIVITIES:

1. Training and Certification

- 2 training held, 1 in Shanghai and 1 in Shenzhen
- 69 people were certified in 8 cities

2. Activities

- 73 activities were conducted by 18 SK speakers in 14 cities
- 18 Safe Kids Certified Speakers were involved.

3. Program Promotion

- Promotion through Weibo and WeChat, gained 92114 viewership.
-





STORIES FROM BENEFICIARIES:

SK Speaker--- Lawyer Geng Chao

Lawyer Geng Chao, who joined the SK certified speaker team in 2019, actively carried out child injury prevention and safety knowledge education activities in addition to his own work. This year, he conducted a total of 21 activities online and offline, covering nearly 20,000 people, he said: "As a legal practitioner, in the past, for child injury incidents, I could only comment afterwards, but no matter who was responsible, innocent children were gone. But now, I could actively step forwards to give education to parents and also children for the injury prevention."



Thanks to All the Sponsors
and Volunteers

