



ANNUAL REPORT

以全球伤害预防循证实践为基础,促进儿童安全
Keep All Children Safe From Preventable Injuries
through Global Evidence-based Best Practice



2024

SAFE
KIDS
WORLDWIDE
全球儿童安全组织



2024 HIGHLIGHTS

In 2024, Safe Kids China had **7** programs in **45** cities, outreaching over **5** million children and parents through direct education and videos down to hospitals and communities. The activities generated more than **68 media reports**, while together with the messages and videos posted onto the social media, **total media impressions gained over 10.53 million viewership**. The programs were medication safety, home safety, road safety and nutrition healthy.

Child Passenger Safety

To implementation of the child passenger safety law so that child restraints could be correct used among parents, Safe Kids China also worked with the representative of CPPCC of Shanghai had a proposal on improve the regulations of child restraint usage. Meanwhile, to help parents on the correct usage of the child restraints, the capacity building on child passenger safety was conducted through having two child passenger safety technician training courses, 32 people got certified as child passenger safety technicians.

The over 200 people joined SK Speakers Training Program

The SK speaker training program aims to train social volunteers to be active child injury promoters and advocators in the communities. In 2024, we held 8 SK speaker training and had the training program to the western cities, Guizhou and Xi'an. Over 200 participants were doctors from three hospitals and social workers from the communities and teachers from local schools.

Healthier Kids Project continued to reach out to remote counties

Collaborating with the local government, the project of Healthier Kids continued going to the remote counties of Helongjiang province, Qinhai province and Henan province. For those counties, schoolteachers loved the curriculum that developed by Safe Kids China a lot and hope we could go back to give more education on health and safety to school students.

Child Passenger Safety Educational Video on CCTBN

A series of educational videos on child passenger safety was developed. One of them on "How Strong Power You Need to Have for Holding the Baby in the Car during Traffic Crashes" was aired by the China Communication Television Broadcast Network (CCTBN).

Safe Kids China in International

Two research abstracts were accepted by "Safe 2024 - Global Injury Prevention and Safety Promotion Conference" and published in the well-known international magazine "BMJ Journals". Monica Cui, Executive Director of Safe Kids China was invited to evaluate and select papers for the "Safe 2024 - Global Injury Prevention and Safety Promotion Conference" with experts worldwide.

Thanks to all the partners and sponsors!

We, together, will have children away from preventable injuries!



2024 KEY ACHIEVEMENT NUMBERS



POLICY ADVOCACY

- Enforcement of child restraint usage was advocated in Shanghai for children under 1.40-meter height should use child restraint.



SURVEY & RESEARCH

- Three surveys were conducted, two on road safety and one on home safety.
- Two research abstracts were accepted by "Safe 2024 - Global Injury Prevention and Safety Promotion Conference" and published in the well-known international magazine "BMJ Journals".



CHILDREN & PARENTS REACHED

- 5 million of children and parents were reached through 7 programs in 45 cities with on-line and off-line activities.



CAPACITY BUILDING

- 244 people joined our off-line training on child injury prevention and the child passenger safety technician.



PUBLIC AWARENESS

- Over 10.52 million viewership of social media and impressions of print media
- One of child passenger safety short videos was aired on CCTBN
- @崔老师-儿童无伤害 listed as Top 18 V-Influencer of the Baby-care Column of Sina-Weibo in May of 2024



AWARDS

- Safe Kids China and Monica Cui, Executive Director, both received the Special Public Welfare Awards at the 8th Charity Event with Theme "Focus on Public Welfare Power and Spread the Spirit" is co-sponsored by many national media such as Yiyang Network, China Television Caifeng Network, and "Focus on Philanthropy" TV program...etc.



PROGRAM SUMMAY

In 2024, we had 7 programs, outreaching 5 million children and parents in 45 cities with over 10.5 million program impressions through various media reports and social media. The programs were medication safety for children, home safety, road safety and nutrition healthy.

HOME SAFETY PROGRAMS



Although many parents think that home is the safest place for their children, research tells us that almost 50% of children's injuries occur at home, such as poisoning, suffocations, and near-drowning as well. In 2024, we had several well-accepted and research-based home safety programs which helped children to have

Medication for Children Safety Sponsored by Kenvue

The year 2024 was the 12th year of the medication safety for children program, the 6th year of the "A Medication Safety –Country Tour" activity. We have teamed up with **7 medicine groups in 8 cities in 5 provinces across the country to carry out 9 offline activities**, two of them were conducted in the community and one in schools. In the activities, **nearly 100 corporate volunteers** are actively participating, **covering more than 600 parents and children**.

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:

- more than 600 parents and children directly reached in 8 cities

NUMBER OF VOLUNTEERS:

- Nearly 100 volunteers from medicine groups
- More than 20 Kenvue and social volunteers involved

MAJOR ACTIVITIES:

1. Educational lectures

Pediatricians were invited to give special lectures on the understanding and management of fever in children, the general principles of correct response and treatment, and the use and misuse of common drugs.

2. Interactive activities among parents and children

Six interactive activities on medication safety were developed for children and parents. Children and parents participate together to learn safe doses, safe storage, appropriate physical antipyretic methods, nutritional supplementation, and safe behaviors of "ask before you take."

3. Media Viewership/Impressions

24000+ viewership and impressions through WeChat and 1 media report

QUOTES FROM BENEFICIARIES:

Ms. Cheng, one of activity supervisors of the pharmaceutical company in Taizhou

We look forward to having more people paying attention to and joining us together to the medication safety for children, that is our corporate responsibility. We will continue to do such promotion to let more people know the importance of children's medication safety.



A Survey on Home Safety



A survey on home safety was conducted among parents with children ages 0-6. The survey report was issued with collaboration of Sina.com, one of the most popular social media in China. The result of the survey was released through live streaming at the Sina.com Live Room. Over 200,000 people watched it.



Road Safety Programs



Injuries related to traffic crashes are the second death from injuries for children in China. In 2024, from child pedestrian safety to child passenger safety, we had **4 on-line and offline programs, reaching over 5,000,000 people.**

SAFE KIDS SAFE RIDE Sponsored by General Motors

The 2024 Safe Kids Safe Ride program focused on child passenger safety education to deliver safety knowledge and concepts to children and parents through Shanghai Vehicle Administration Office, kindergartens, hospitals and social media, **reaching over 5,000,000 people through numerous ways.**

KEY FACTS OF THE PROGRAM:

RISK AREAS:

- Injuries related to child passengers.
- Driving Risks for Adults

OBJECTIVES:

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

NUMBER OF BENEFICIARIES:

- over 5,000,000 people

KEY ACTIVITIES:

1. Expanding the Safe Kids Safe Ride Program' impact into nationwide through numerous ways.

The Safe Kids Safe Ride program continued to expand its outreach and scope in 2024, through:

- 1) Collaboration with the maternal and children's hospitals, an animated video "Ride with the Bear" on child in-and round vehicle safety was aired at nine hospitals such as Beijing Children's Hospital and Guangzhou Women and Children's Medical Center. The educational videos were played at the hospital hall and the waiting areas, most of children and parents would have chance see the video.
- 2) Cooperated with the Traffic Police of the Shanghai Municipal Public Security Bureau, the safe driving education video was aired at the Vehicle Administration Offices. Additionally, we also involved in the "Traffic Safety in Rural Areas" campaign launched by the Shanghai Traffic Police by providing educational posters
- 3) At the social platforms such as WeChat, Weibo, and TikTok, a total of 87 related articles and promotional videos on child passenger safety were posted, generating over 1 million views in total.

QUOTES FROM BENEFICIARIES:

Wei Ma, Deputy Director of Beijing Children's Hospital, affiliated with Capital Medical University Medical & Social Work Department



There are an average of 8,000 children's visits in our hospital every day. Traffic safety for children is important as there are so many emergency visits or injuries related to traffic crashes in our in-hospital. This educational cartoon is also perfect for the children's hospitals, as it not only promotes safety, but also release children's anxiety in the hospital 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 campaigns and targeted audience education. **This year the program generated near 50 media reports among which included the key Chinese media such as CCTV.**

KEY FACTS OF THE PROGRAM:

RISK AREAS:

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

OBJECTIVES:

- Enhance the awareness among decision makers and decision influencers and support the national CRS legislation
- Increase public awareness on the child restraint usage

NUMBER OF BENEFICIARIES:

- 394,586 parents and children reached through different activities and social media

KEY ACTIVITIES:

1. Seminar on Child Restraint Legislation Advocacy

A seminar was held with co-hosting with Road Safety Research Group of Communication University of China before two sessions (Feb.29). Experts from GHAI, Children Hospital, CATARC, and the China University of Political Science and Law attended the seminar. At the seminar, a survey on "Child Restraint Usage and Attitude to CRS Law among Parents with Children Aged 0-6 and Expectant Parents " was released by Safe Kids China.

With the support of the Renmin University of China and China Transportation Channel, 10 original media reports were generated, such as Xinhua News Agency, CCTV News, China Education Daily, China Transportation Magazine and Economic Daily.

2. National Campaign as Child Passenger Safety Month

"The 2024 CPST in Action "program was launched in summer. Six CPSTs in five cities (Shanghai, Shenzhen, Qingdao, Weifang, Nanchang) conducted seven activities. The CPST (Child Passenger Safety Technicians) conducted lectures on safety seat correct usage and gave parents guidance on correctly fixing the car seat in the local communities, kindergartens and schools, reaching out to 450 parents and children.

3. Child passenger safety training collaborated with Sanya Children's Hospital

A training for Child Passenger Safety with law advocacy was held in June, which jointly organized by Safe Kids China and Shanghai Children's Medical Center Hainan Hospital | Sanya Women and Children's Hospital. Fifty-five participants, including traffic police

officers, obstetricians, pediatricians, and teachers from Sanya, attended the training.

Seven media articles were generated, all of them were originally reports in provincial level as well as in city level, such as Hainan Daily, Sanya TV Station, Sanya Daily, New Hainan, Nanhai Network.

STORIES FROM BENEFICIARIES:

Zhai Xianmin, Qingdao Policeman

During the CPST Action Month, Mr. Zhai took the car seat provided by Safe Kids China to several kindergartens to conduct road safety education activities. Each time he asked the children, "Who wants to try sitting in the child safety seat?" Nearly all of the kids were eager to give it a try. Mr. Zhai said, with the safety seat as a tool helped me have the education more vivid and interesting.



Be SEEN & SEE, NO HELMET NO RIDE Program Sponsored by Halliburton

The "Be Seen & See, No Helmet No Ride" program included a survey, launch event and school education, focusing on pedestrian safety and E-bike safety.

KEY FACTS OF THE PROGRAM:

RISK AREAS:

- Traffic injuries related with walking and E-bike riding

OBJECTIVES:

To enhance students' awareness on pedestrian safety and E-bike safety

NUMBER OF BENEFICIARIES:

- Over 1000 students, teachers and parents educated directly in 5 schools in Chengdu, Shanghai and Tianjin

NUMBER OF VOLUNTEERS

- 8 Halliburton volunteers join the activities

KEY ACTIVITIES:

1. Survey

A survey was done among students on walking behaviors and whether they were once hit by vehicles or bikes. The survey was also on E-bike safety by asking students whether they sat on the E-bikes rode by adults and safety of sitting on the E-bike.

The result of the survey showed:

With the findings of the survey, Safe Kids China developed the educational curriculum to help student improve road safe behaviors.

2. A Launch Event

A launch event was held in Tianjin Foreign Studies University Affiliated Binhai Foreign Language School (Haibo). The event was endorsed by China-Singapore Tianjin Eco-City Emergency Management Bureau and Traffic Police of China –Singapore Tianjin Eco-City.

During the launch event, the survey on road safety among students' pedestrian safety and

E-bike safety was released, and the “Magic Box” developed with road safety curriculum and interactive activities was presented to schoolteachers. There were 100 students, and 3 Halliburton employees joined the launch event.

The event generated 4 local media reports, meanwhile the social media posts gained near 20,000 viewership.

QUOTES FROM BENEFICIARIES:

Cong Meng, Volunteer of Halliburton

I was so happy to be a volunteer joining this activity and gave lessons to students. The curriculum is interesting for kids and I myself learnt a lot, too. I enjoyed the activity very much.



“Happy Children, MAN Enjoys Safety” Program Sponsored by MAN

A child pedestrian safety project named “Happy children, MAN enjoys safety” on child pedestrian, especially focusing on how to walk safely by avoiding be in the blind areas of the drivers, especially big trucks.

KEY FACTS OF THE PROGRAM:

RISK AREAS:

- Traffic injuries related pedestrians

OBJECTIVES:

To enhance students’ awareness on pedestrian safety

NUMBER OF BENEFICIARIES:

- Nearly 220 students educated directly in Beijing

NUMBER OF VOLUNTEERS

- 4 volunteers join the activity

KEY ACTIVITIES:

1. A Launch Event

A launch event was held in Beijing Jingshan School Chaoyang School. The event was endorsed by Laiguangying Township People's Government, Chaoyang District, Beijing and Chaoyang Asian Games village traffic brigade. During the launch event, the “Magic Box” developed with road safety curriculum and interactive activities was presented to schoolteachers. There were 220 students, and 4 MAN employees joined the launch event. The event generated 94,024 viewership on social media and four local media reports, including BJ TV and China News Weekly.

2. School Education

After the event, the schoolteachers used the Magic Box, the curriculum, to teach the

whole school students. The students made drawings on what they learnt. The school had the drawings posted in the school so students could learn from each other and the information were enforced among students.

STORIES FROM BENEFICIARIES:

Zhuomu Li, Students of Jingshan School Chaoyang School

Sitting in the driver's seat of a large truck, I really learned that the driver has a blind area, especially the large truck. They cannot see the pedestrians around the truck, especially children. I like such activities, through interactive practice, better for me to understand this safety knowledge.



Nutrition-Health & Sustainability



Nutrition balance is still a challenge among the children, which leads to obesity, defects of vitamin A and D.

Nestlé Healthier Kids ---School Project Sponsored by Nestlé

In 2024, the "Nestlé Healthier Kids ---School Project" in the third or fourth tier cities. This year, the project continued in 5 schools of 4 province and cities with education and activities.

KEY FACTS OF THE PROGRAM:

HEALTH AREAS:

- Related to child health and nutrition

OBJECTIVES:

- To help students develop healthier behaviors
- To help students know food safety

NUMBER OF BENEFICIARIES:

- 2700 students and teachers educated in 5 schools in Henan, Qinghai, Heilongjiang provinces and Beijing

KEY ACTIVITIES:

Education:

2700 students and teachers educated in 5 schools in Henan, Qinghai, Heilongjiang provinces and Beijing

STORIES FROM BENEFICIARIES:

Hualing Nie, Principal of primary school in No.4 Primary School in Tongjiang, Heilongjiang province

With interactive tools developed by Safe Kids China, we Through the development of this activity, not only to the students to popularize the knowledge of nutrition and health, to convey the concept of nutrition and health, but also to make students further realize the importance of nutrition and health and balanced diet, to cultivate students' good living habits played a positive role.



CAPACITY BUILDING



Injury prevention needs more people join together. Since 2014, we launched two training programs "Safe Kids Speakers", a training course to enhance the capability of participants promoting and advocating child injury prevent. The training has been held for 10 years, nearly 500 people from more than 40 cities being certified as Safe Kids Speakers. They actively carry out child safety awareness activities in schools, communities and other places.

The another training course is child passenger safety technician (CPST) program to training people could promote and advocate child restraint usage and help parents correct use of child restraints.

Safe Kids Speakers

The 2024 is a milestone year since the launch of the SK speaker training, in which **we have carried out a total of 8 training sessions in 5 cities with 212 new speakers.** In cooperation with Capital Institute of Pediatrics, Qingdao Women and Children's Hospital, Kunshan Maternity and Children's Health Care Hospital and World Vision. For the first time, we went into the western region to **carry out SK speaker training for more than 70 NGO and kindergartens in Guizhou and Shanxi, directly covering 1,000+ parents and children through household activities, while other Speakers held 103 activities across the country, covering 30,000+ parents and children.**

KEY FACTS OF THE PROGRAM:

RISK AREAS:

- Injuries related to children

OBJECTIVES:

- To encourage more people, promote and advocate child injury prevention by capacity building
- Encourage people of all the fields join hands together for child injury prevention

NUMBER OF BENEFICIARIES:

- 212 Safe Kids Certified Speakers were certified
- 31000+ adults, parents and children at different ages educated
- 500+ activities held in 29 cities by 140+ Safe Kids Speakers

NUMBER OF VOLUNTEERS:

- 140+ Safe Kids Speakers

KEY ACTIVITIES:

1. Activities Done by SK Speakers:
 - 500+ activities were conducted, including training, lectures in schools and communities, and home visits.
 - 140+ Safe Kids Speakers were involved.
2. Training and Certification:
 - Beijing, Qingdao, Kunshan and Xi'an each carried out a training session, and Guiyang carried out 4 training sessions.
 - 212 Safe Kids Speakers were certified
3. Program Promotion:
 - Promotion through Weibo, WeChat and video, gained 68,013 viewership.

STORIES FROM BENEFICIARIES:

Home Safety Improvement

In 2024, we were very happy to see the home safety improvements. At Ms. Yang's home, Ms. Yang told us that they often had water in the bucket to avoid water interruption. The buckets are usually put on the floor that easily leads to drowning for small kids. After got educated on child drowning prevention at home through our program, Ms. Yang showed the SK speakers who visited her home that she has put the bucket on a high position and added a protective net cover on the bucket.



CPST Training

Since its inception in 2014, the Child Passenger Safety Technician (CPST) training program has been continuously conducted for 11 years, with a total of 17 training sessions held and 151 CPSTs trained. These CPSTs conduct lectures on child passenger safety and help parents on correct car seat installation in their communities.

KEY FACTS OF THE PROGRAM:

RISK AREAS:

- Injuries related to children on children riding in vehicles

OBJECTIVES:

- Enhance parents' correct understanding and proper use of child safety seats.

NUMBER OF BENEFICIARIES:

- 32 CPSTs were certified

KEY ACTIVITIES:

1. Child Passenger Safety Technician Training in Wuxi

The 17th Child Passenger Safety Technician (CPST) training was held in Wuxi with the support of IMMI. Twenty-six people took part in this training. The participants were from the R&D of the child safety seat manufacturers, engineers from safety seat testing laboratories, IMMI employees, and public health personnel from the Wuxi Center for Disease Control and Prevention, as well as pediatricians from the pediatric hospitals.

The newly certified 26 CPSTs conducted a car seat check services for parents at the Wuxi Maternity and Child Health Care Hospital. They educated parents on the importance of safety seats and helped them on correct installation.

2. Child Passenger Safety Technician Training in Changsha

The 16th Child Passenger Safety Technician (CPST) training was held in Changsha with the collaboration of Central South University from August 28th to 30th. There were 6 participants in the training, among which 5 were professors and doctoral students from the public health field at Central South University. After the training, they plan to join child injury prevention activities in communities, schools, etc. They selected child passenger safety as the first step in their broader plan for child injury prevention and armed themselves as a certified CPST.

QUOTES FROM BENEFICIARIES:

Ning Peishan, a participant in the CPST training



As a mother of a 5-year-old, I bought a child safety seat when my child was born. At that time when I started to select a car seat, I was totally in a loss as there were so many varieties of products on the market. When it came to using the car seat for my child, I found myself even more confused. Therefore, since then, I have been eager to attend the CPST training course, not only to ensure that my own child can use the safety seat correctly but also to arm myself to help

other parents facing similar issues as I did.



Safe Kids China Program Shared in International

Two research papers of Safe Kids China were accepted the "Safe 2024 - Global Injury Prevention and Safety Promotion Conference" and published in the "British Medical Journal - Injury Prevention", a well-known journal in the global medical field. The two papers were about the use of child safety seats named as the influence of the child restraint usage related policies among parents in four cities in China, and the improvement of the environment around schools named as child pedestrian safety promotion based on issue find through the survey and school zone modification.



Monica Cui, Executive Director of Safe Kids China was invited to evaluate and select papers for the "Safe 2024 - Global Injury Prevention and Safety Promotion Conference" with experts worldwide.



Safe Kids China in Media

In 2024, Safe Kids China kept a high media impression to over 10.53 million through social media, print media, radio, and TV.

- Over 8.6 million viewership of Sina Weibo and WeChat with 747 posts and 2229 retweets and comments
- 68 media reports

In addition to the above numbers, Safe Kids China was invited to the special program such as:

- 1) A series of short videos on child passenger safety and correct usage of child restraint was launched. The CCTV Road Safety Channel aired the videos. The video will also be promoted through more channels including social media and kindergartens and communities.



2) As A Column Writer for “FOR THE CHILDREN” Magazine:

Safe Kids China was invited as a column writer for the magazine “For the Children”, which is a popular magazine among parents for 20 years. Since last October, six articles have been published in the magazine. The topics include animal safety, social media safety... etc.



3) Top 18 V-Influencer of the Baby-care Column of Sina-Weibo:

Sina is the most popular social media in China such as twitter. In May, Monica Cui@崔民彦-儿童无伤害, the executive director of Safe Kids China enlisted as the monthly top 18 V-influencer of the Baby-care Column of Sina-Weibo in the 24th week of 2004. The two posts related to childcare and child safety gained over 120,000 and 50,000 viewership respectively



4) Educational Lecture Gained 20,000 Viewers through Streaming Live:

With the collaboration of the Shanghai Children's Medical Center, Safe Kids China joined the activity “YiWang Pujiang Bank, Zero Injury to Children”. Safe Kids China gave a lecture on home safety for children. There were 50 families joined with 20,000 viewers through streaming live.



Received the Special Public Welfare Award

Safe Kids China and Monica Cui both received the Special Public Welfare Awards at the 8th Charity Event with Theme “Focus on Public Welfare Power and Spread the Spirit” is co-sponsored by many national media such as Yiyang Network, China Television Caifeng Network, and "Focus on Philanthropy" TV program...etc. More than 500 people participated this annual event, the most influence charity event in China.



INJURIES ARE PREVENTABLE!

OUR MISSION IS TO REDUCE THE PREVENTABLE INJURIES AMONG CHILDREN!

