

2025

Safe Kids China

ANNUAL REPORT

Keep all children safe from preventable injuries
through global evidence-base practices



2025 HIGHLIGHTS

In 2025, Safe Kids China carried out projects covering child safety and health, directly benefiting over **26,000 children and their parents** through training, educational activities, and community events. This year's work garnered widespread media and public attention, with our news and videos on social media accumulating over **12 million** views. Our main projects focused on child passenger safety, medication safety, child health and nutrition, and building a nationwide network of child safety advocates.

Child Passenger Safety

In 2025, we further strengthened our commitment to child passenger safety through training and public engagement. We conducted Child Passenger Safety Technician (CPST) training courses and added a new batch of certified technicians to our service network. Throughout the year, CPST actively conducted educational lectures and child safety seat inspections in the community, directly benefiting nearly 3,000 parents and children. In addition, the GRSP advocacy program significantly raised public awareness on child safety seat usage and advocated on implementation of the related law through 84 media reports and over 7 million online impressions.

Over 50 SK Speakers Joined Training and Activities

The SK Speakers Training Program continues to build a nationwide network of child injury prevention advocates. In 2025, we launched new training courses designed to provide volunteers and professionals as doctors and childcare staff with the latest knowledge and best practices in child injury prevention. Over the years, our trained speakers have remained highly active, conducting educational activities in their communities, schools, and workplaces. Their collective efforts have directly benefited over 29,000 people, demonstrating the powerful multiplier effect of this capacity-building initiative.

Multi-Sector Partnership Expanded Outreach to Children & Families

Collaborating with diverse partners, we extended our impact to new audience. The Nestlé Healthier Kids Project delivered nutrition and food safety education in schools. Our partnership with World Vision (WV) under the EU-supported, Haizi Project focused on unintentional injury prevention among children through strengthening of civil society organizations and gender equality and disability inclusion in Western China. We had public awareness campaigns with the Daci Foundation, Safety Week Events for employees of L'Oréal, and a live-streamed lecture for the Shimen'er Lu Community. We developed the curriculum on child injury for the school education project of China Center for Chronic and Noncommunicable Disease Control and Prevention

Enhancing Our Voice Through Media and Digital Platforms

Safe Kids China actively publishes safety contents on mainstream video platforms such as WeChat, Weibo, Douyin, and Bilibili. Our official social media accounts continuously provide followers with important child safety information. Furthermore, Ms. Cui from Safe Kids China has published a new book on child injury prevention and serves as a columnist for the magazine "For the Children," having written 5 articles for the publication. Ms. Cui has also been interviewed by several media outlets. All of this enhances Safe Kids China's nationwide influence in child safety awareness.

Thanks to all the partners and sponsors!

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



2025 KEY ACHIEVEMENT NUMBERS



POLICY ADVOCACY

- Continued to advocate for strengthening and improving regulations on child passenger safety, and support nationwide calls for legislation on child restraint.



SURVEY & RESEARCH

SURVEY & RESEARCH

- A survey report was released on the usage, awareness and legislative attitudes of child restraint usage among caregivers of children aged 0-6 in Changsha City.



CHILDREN & PARENTS REACHED

CHILDREN & PARENTS REACHED

- Over 26,000 children, parents, and family members were directly reached through our major program activities.
- Thousands more participated in the programs collaborated with partners (e.g., L'Oréal's Employee Safety Week, WV Haizi Project) and online campaigns.



CAPACITY BUILDING

CAPACITY BUILDING

- 64 advocates and volunteers were certified through our SK Speakers and Child Passenger Safety Technician (CPST) training programs.
- The national network of certified Speakers and Technicians is very active in the local communities, demonstrating a sustainable impact.



PUBLIC AWARENESS

PUBLIC AWARENESS

- Achieved a total of over 12.36 million in viewership and impressions through social media platforms (Weibo, WeChat, video channels) and media reports.
- A series of children's safety education videos have been released on multiple digital social platforms (TikTok, Bilibili, video channels, etc.).
- The social media account of Ms. CUI (@崔老师-儿童无伤害) continued to be a leading voice in child safety, engaging followers with the lasted knowledge on child safety.



Collection of event photos



School Fire & Burn Prevention Education



Kindergarten Road Safety Activities



PROGRAM SUMMARY

In 2025, we implemented 6 core programs, directly benefiting more than **26,000 children, parents, and family members** in multiple cities, and achieving **over 12.36 million project impressions** through integrated media coverage and social media campaigns. Our projects focused on child passenger safety, medication safety, health & nutrition, and are committed to building a national network of child safety advocates and educators.

Road Safety Programs



Injuries related to traffic crashes are the second death from injuries for children in China. In 2025, our multi-faceted advocacy programs included research, high-level industry dialogue, and public awareness campaigns. Key activities were a survey among 1,326 caregivers, a summit with high-level KOLs and 170 participants, and a digital public awareness campaign which generated over 7.6 million views. All programs were focusing on advocating the enactment of the national child passenger safety legislation.

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.

KEY FACTS OF THE PROGRAM:

RISK AREAS:

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

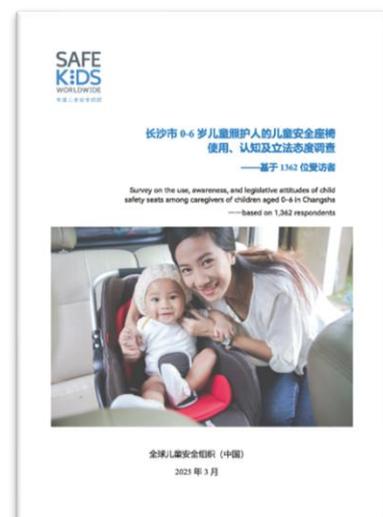
OBJECTIVES:

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

KEY ACTIVITIES:

1. A survey to understand CRS ownership and usage in one city in Hunan Province

- Collaborated with Xiangya School of Public Health, we conducted research on child safety seat usage and legislative attitudes. The research collected 1,326 responses who have children aged 6 and under and had an in-depth interview with five families.
- Key findings of the survey are:
 - 71.4% of respondents believe legislation on child safety seats is necessary.



- 68.5% of respondents support the provincial legislation mandatory child safety seat use in Hunan province.
- 59.4% of respondents already own child safety seats.
- Only 32.7% of respondents with safety seats reported “always” using them for each ride

- Professor Guoqing Hu, Dean of the Xiangya School of Public Health of Central South University (CSU) remarked: “This report, based on data from 1,326 caregivers in Changsha, provides the latest insights into child safety seat usage rates in the Hunan’s capital city. The results reflect local realities and offer critical reference points for the future policy adjustments, product design improvements, and public education efforts.”

2. Release the results of the survey with the online seminar

- The survey was released through the online seminar with the media involvement. n.
- Five media reports were generated, including national media and local media, such as Hunan Daily, China.org.cn, and China Youth Online, covered the report.
- Professor Guoqing Hu, Dean of the Xiangya School of Public Health and a Council Member of the Injury Prevention Branch of the Chinese Preventive Medicine Association, as an active KOL on child restraint law, was interviewed. The interview video was posted on the national media -- CCTV Video (Yang shi pin).

3. Summit on New Perspectives on Child Passenger Safety

- Focused on technological innovation and industrial upgrading in child passenger safety, the 2025 Summit on New Perspectives on Child Passenger Safety was successfully held in Wuxi on June 11, 2025.
- The summit, co-hosted by China Quality Certification Centre (CQC), brought together 170+ participants from 90+ enterprises, including industry leaders, policy and standard decision makers, and safety advocates, discussing on collaborating together to upgrade industry standards, foster technological breakthroughs, and strengthen corporate social responsibility practices to build a safer ecosystem for child mobility safety

4. Advocacy on Child Passenger Safety Law and Promote Correct Usage of CRS

- A "Campaign on Child Safety Seat Legislation and Correct Usage of CRS" jointly launched by Safe Kids China and Sina Parenting around the National Traffic Safety Day (December 2nd).
- The key outcomes of this campaign are as follows:
 - KOL Advocacy: 10 KOLs joined the Campaign calling for CRS law and shared the best global practice. They are from the World Health Organization (WHO)-- China Office, China Quality Certification Centre (CQC), and China University of Political Science and Law.
 - Social Media Collaboration: Sina Parenting, a well-known social media, invited over 35 high influencers, posting related messages.
 - Out Reach: The campaign's hashtag #儿童乘车安全守护计划# (Child Car Safety Guard Plan) garnered over 7.6 million views on Weibo (Sina).

5. Social media promotion

From January 2025 to December 2025, 84 messages were posted on the Safe Kids China WeChat, Weibo and other 7 social media platforms, which gained over 580,000 viewership.



STORIES FROM BENEFICIARIES:

A mother (@Freshfairyland) left a comment under our blog post, saying: "I was driving back to my hometown with my 3-year-old daughter in the car seat. On the trip, she kept fussing and hoped not to be in the car seat. On the halfway, the car in front suddenly slammed on the brakes. I



Freshfairyland

热评

带3岁女儿回老家，她一路闹着不肯坐安全座椅，说绑着不舒服。开到半路，前车突然急刹，我猛踩刹车时，女儿的身子往前一冲，又被安全座椅的五点式安全带拽了回去。她愣了愣，之后再没闹过，还会主动拍着座椅说：“妈妈，坐这里才安全。”

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immediately hit the brakes hard, my daughter lunged forward but was instantly jerked back by the five-point harness of the car seat. She was shocked, but after that event, she never fusses again while she is in the car seat. Now she even pats the seat herself and says, 'Mommy, this is my safe seat.'"

Collection of event photos

【安全座椅 守护童行】崔民彦：从第一次启程到每一次，正确使用安全座椅很关键！

2025-11-17 12:14 | 来源: 中国网 | 分享到 | 字体: 小 大



SAFE KIDS WORLDWIDE 全球儿童安全组织

12-2 10:50 来自 微博网页版

【为儿童乘员安全，十大专家齐发声 | 参与互动赢儿童安全座椅！】
 当所有专业的声音汇聚在一起，就是最有力的行动号角。
 从国际视野到中国方案，
 从法律保障到技术支持，
 从一线警署到行业责任...
 我们汇集了来自不同行业的十位专家，分享他们对儿童安全座椅的认识。
 这一次，让我们听清他们的声音。

... 展开



Child Safety Education in Communities Supported by Jing'an District Science and

Technology Association

With the support of the Jing'an District Science and Technology Association, we brought several interactive and immersive safety education to the communities, benefiting thousands of young children.

KEY FACTS OF THE PROGRAM:

RISK AREAS:

- Pedestrian safety and general road safety awareness for young children in communities.

OBJECTIVES:

- To have young children learn the basic road safety knowledge and behaviors through age-appropriate, fun, and engaging interactive games.

NUMBER OF BENEFICIARIES:

- Approximately 1200 children across 8 communities and kindergartens reached.

KEY ACTIVITIES:

Activities:

- Seasonal "Safety Workshop" Series
From summer through autumn, the 8 activities with games, role play, and immersive ways had the basic knowledge and behaviors such as traffic signal and safe crossing to children.

STORIES FROM BENEFICIARIES:

Mingming, around 6 years old, said:

"We played a game, which I was a car and my classmates were traffic lights. I needed to drive according to the lights. Now when I cross the road with my grandma, I always look for the 'little green man' on the pole before we cross. This game was interesting."



Collection of event photos



HOME SAFETY PROGRAMS



Although many parents consider home is the safest place for their children, research indicates that nearly 50% of childhood injuries occur in the home, including risks such as poisoning—particularly from medications. In 2025, we continued to address these preventable risks through targeted, evidence-based programs. A key initiative focused specifically on medication safety, working directly with families to turn the awareness into action and make homes safer for children.

Medication for Children Safety Sponsored by Kenvue

KEY FACTS OF THE PROGRAM:

RISK AREAS:

- Poisoning incidents among children related to medication.

OBJECTIVES:

- To raise awareness of medication safety for children among all family members through safety talks and interactive activities, and to encourage the adoption of safer habits.
- To engage more local partners in the program.

NUMBER OF BENEFICIARIES:

- Nearly 50 parents and children benefited from the activities.

NUMBER OF VOLUNTEERS:

- 10 volunteers provided valuable support for the event.

MAJOR ACTIVITIES:

- The activity provided medication safety education to parents and children, with doctors' lectures and interactive sessions. Key topics included safe medication storage, proper dosage control, and poisoning prevention. Participating parents gave positive feedback, and children gained knowledge through engaging games.

QUOTES FROM BENEFICIARIES:

Ms. Xu, a participating parent, said:

"This was a very fun and beneficial activity for both me and my child. As a parent, I will set a good example, strive to be a safety role model for my child, accompany him as he grows up healthily, and cultivate his stronger safety awareness and practical skills."

Collection of event photos



Nutrition-Health



Nutritional balance remains a significant challenge for children in China, contributing to issues such as obesity and deficiencies in essential vitamins like A and D. The Nestlé Healthier Kids — School Project directly addresses these challenges by empowering children with the knowledge to make healthier food choices and avoid poisons related to food.

Healthier Kids ---School Project Sponsored by Nestlé

In 2025, the "Nestlé Healthier Kids — School Project" expanded its reach to diverse educational settings, moving beyond traditional classrooms to impact a wider range of children. The project was implemented through four distinctive events in Beijing, Congjiang (Guizhou), Shanghai, and Qingdao, each tailored to the specific needs of the participants, from mainstream primary school students to children in welfare care.

KEY FACTS OF THE PROGRAM:

HEALTH AREAS:

- Related to child health, nutrition, and food safety.
- Practical life skills for healthy eating.

OBJECTIVES:

- To help students understand nutritional principles and develop lifelong healthier eating behaviors.
- To equip students and caregivers with practical knowledge about food safety and intelligent food label reading.

NUMBER OF BENEFICIARIES:

- Approximately 390 students, teachers, and caregivers were directly educated through interactive sessions in three primary schools and one children's welfare house.

KEY ACTIVITIES:

Activities:

- Shanghai (Changning District): An interactive class on "Scientific Nutrition for Primary Students" was held for 120 second-grade pupils. Using tools like the Healthy Food Pyramid, students learned to categorize foods, understand nutrients, and apply this knowledge to analyze and improve their own breakfast choices.
- Congjiang, Guizhou: The project made its first entry into this remote county, delivering a "Scientific Nutrition and Balanced Diet" course. Students engaged in a practical exercise to evaluate and then redesign their typical daily breakfast based on newly learned balance principles, effectively bridging theory and daily life.
- Beijing: A specialized session titled "Understanding Food Labels: Safe Choices Start with Me" was conducted by a pediatric nutrition expert. The course taught students in grades 3-6 how to critically read food packaging to identify key information like ingredients and nutritional content, empowering them to make informed, safe food choices.



- Qingdao (Children's Welfare House): This event combined expert lectures on child nutrition for staff and "caring mothers" with a hands-on "Love Kitchen" activity. Guided by a culinary advisor, children practiced making dumplings and other dishes, transforming abstract concepts of "dietary diversity" and "balanced nutrition" into tangible, enjoyable experiences.

STORIES FROM BENEFICIARIES:

A Staff Member from Qingdao Children's Welfare House:

"This activity was truly wonderful. It not only provided the children, including those with disabilities, a precious chance to hands-on prepare food by themselves—giving them both a treat and a playful experience—but also specially arranged for nutrition experts to educate our staff on dietary care for children with special needs. The guidance on managing swallowing difficulties was particularly insightful. This event fully embodied social care and compassion, and was of great significance to all participants.



Collection of event photos



Injury Prevention



In 2025, our child safety initiatives created protective networks from homes to classrooms. The EU- and World Vision-funded Haizi Project built local capacity in Western China, training 141 practitioners and engaging 250 families to reduce home injuries among vulnerable children. Through the Daci Foundation, interactive community activities taught over 220 parents and children basic first-aid and fire prevention and evacuation skills. Our school programs equipped 356 students with hands-on fire prevention and emergency response knowledge. Together, these activities empowered communities with knowledge and practical tools to protect children from injuries.

Haizi Project Funded by the European Union and World Vision

In 2025, the Haizi Project achieved significant milestones in building a sustainable ecosystem for child safety—from capacity building and resource provision to direct community intervention and public engagement.

KEY FACTS OF THE PROGRAM:

RISK AREAS:

- Unintentional injuries at home (e.g., falls, burns, poisoning, drowning) and related public spaces, especially for the increased vulnerability of left-behind children, children with disabilities, and girls in rural Western China.

OBJECTIVES:

- To reduce the mortality and incidence of unintentional injuries among children aged 3-12 in Western China.
- To strengthen the capacity of local CSOs to deliver effective, gender-sensitive, and inclusive child injury prevention services.
- To raise public awareness and promote practical safety behaviors among caregivers.

NUMBER OF BENEFICIARIES:

- 141 practitioners from nearly 100 CSOs, hospitals, kindergartens, and enterprises enhanced their skills through the Xi'an exchange conference.
- Nearly 250 children and their caregivers actively participated in the online photo campaign, becoming advocates for safety in their own communities.
- Multiple families in Guizhou and Shaanxi received direct, transformative home safety interventions.

KEY ACTIVITIES:

Activities:

- **“Discovery, Protection and Care” Online Photo Campaign**
From August 1st to 24th, Safe Kids China and World Vision jointly launched a public engagement campaign. Nearly 250 children aged 3 to 12 and their guardians actively participated, submitting photos showcasing potential hazards in their homes and public places, categorizing them by environmental risk, hazardous materials, or high-risk behaviors. This campaign transformed participants into active safety advocates, expanding the project's influence and awareness at the grassroots level.



- **Exchange Meeting on Unintentional Child Injury Intervention Services**
 On August 13, 2025, a meeting with on-line and off-line was held in Xi'an, co-hosted with World Vision China and the EU. The meeting served as a dynamic platform for 141 online and offline participants from nearly 100 organizations to have participants exchange information on regional injury epidemiology, intervention strategies, and frontline challenges in their work. Meanwhile, during a dedicated session on "Girl Child Protection", moving testimonies were heard from family representatives.
- **Home Injury Intervention & Digital Storytelling**
 In December, the project released two impactful videos documenting its core "point-to-area" methodology. The videos illustrated the full cycle of change: from training local social workers and equipping them with Home Safety Kits, to documenting their home visits where they educated families and helped implement practical modifications (e.g., installing window locks, applying corner guards). Interviews with both the social workers and the beneficiary families captured the tangible improvements in knowledge, skills, and home safety conditions. Here is the videos linkage:
<https://mp.weixin.qq.com/s/pt6W7-F2eUln9lpaNZLnOA>
<https://mp.weixin.qq.com/s/DzflxfAeEbMCTpZDF2oJ8g>
- **Launch of the "Advocacy and Education Toolkit" (www.haizi-cso.com)**
 To ensure the sustainability and scalability of the project's impact, we have established a dedicated online resource platform. This website serves as a central repository of toolkits, educational materials, and research findings, enabling civil society organizations to effectively access, utilize, and share resources for long-term capacity building..

STORIES FROM BENEFICIARIES:

A Social Worker from a Local CSO in Guizhou: Wenxia Li

"Before, our work was just give carings but not focusing on provideing skills for injury prevetion. The project training and the Home Safety Kit gave us a concrete methodology and the tools to act on. During home visits, we don't just talk to teach families how to change behavior or use tools to protect their children in an effective way. The greatest reward is witnessing their 'aha!' moment—when they realize a simple, affordable change can make a world of difference. We are now seen not just as helpers, but as trusted safety partners in our community."



Child Safety Public Awareness Events Funded by Shanghai Daci Foundation

While public spaces and community events are generally perceived as unsuitable for acquiring safety knowledge, they offer unique opportunities to impart essential safety lessons to families. In 2025, we partnered with the Shanghai Da Ci Foundation and government departments to conduct a series of targeted outreach activities, transforming public safety awareness into interactive learning experiences that equip children and parents with practical lifesaving skills. This collaboration in 2025 focused on providing effective, interactive safety education directly to families within the community environment, covering key areas from road safety to emergency response.

KEY FACTS OF THE PROGRAM:

RISK AREAS:

- Traffic injuries, home fires, and general emergency response preparedness for families.

OBJECTIVES:

- To enhance family awareness on preventable injuries and provide hands-on practice

NUMBER OF BENEFICIARIES:

- Approximately 220 children, parents, and community members participated directly across two major events.

NUMBER OF VOLUNTEERS:

- 30 volunteers

KEY ACTIVITIES:

Activities:

- "Protect Life – Protect Child" Community Safety Event (May)
Held at the Longhua Temple, this event merged education with engagement. We developed and led interactive traffic safety activities like the "egg helmet test" to demonstrate helmet effectiveness, along with education on traffic signs and the dangers of drunk driving. Partnering with the National Medical Center Affiliated Pediatric Hospital, the event also provided hands-on CPR and Heimlich practice for parents.
- "Life+ Child Protection Action" Fire Safety Workshop (November)
This session focused on fire prevention and emergency response. Over 100 families engaged in interactive fire safety games and practiced first-aid skills.

STORIES FROM BENEFICIARIES:

Ms.Yu, a parent participant said:

"The fire safety activity was so well-designed for children. They learned through play, and we parents got to practice the first-aid skills. It has a lot fun while learning the safety information as well.



School Fire & Burn Prevention Education

Winter is the high season of the fire, we had two fire and burn prevention activities in primary schools in November and December. These activities had students with practical, hands-on skills to enhance their preparedness and confidence while facing an fire emergency.

KEY FACTS OF THE PROGRAM:

RISK AREAS:

- Fire-related injuries and burns in home and school.

OBJECTIVES:

- To have primary school students with practical knowledge and hands-on skills for fire prevention, safe evacuation, and correct use of basic fire safety equipment.

NUMBER OF BENEFICIARIES:

- A total of 356 primary school students directly participated in the interactive workshops and lectures.

KEY ACTIVITIES:

Activities:

- Interactive Fire Safety Workshop at Jing'an Experimental Primary School
On December 9th, we conducted an activity for 56 grade-one students. The activity was structured around four interactive skill stations where students learned and practiced essential emergency procedures, including safe evacuation routes, the proper use of a fire extinguisher, how to wear a fireproof smoke mask, and how to tie a secure knot for an escape rope.
- Fire Safety Lecture & Demonstration at Jiading Primary School
On November 5th, a larger-scale educational lecture was held for 300 students. The lecture combined safety information with interactive demonstrations. Students observed and learned about wearing anti-smoke masks, operating fire extinguishers, and the "Stop, Drop, and Roll" technique to put out clothing fires. Practical demonstrations also included the use of escape ropes and fire blankets.

STORIES FROM BENEFICIARIES:

Xiao Zhang, a student from Jing'an Experimental Primary School shared:

“This was such an informative and useful safety lesson. I never knew how heavy a fire extinguisher was or how to properly put on the mask until today. Now I feel like I know what to do, and I can't wait to show them to my family.”



CAPACITY BUILDING



In 2025, we expanded our frontline capacity by training and certifying 31 new SK Speakers and 13 new Child Passenger Safety Technicians (CPSTs). These certified people actively had safety education to local communities. With SK Speakers alone, 130 events had been held, reaching nearly 30,000 parents and children across 16 cities. Through these sustained capacity-building efforts, we are strengthening a nationwide network of advocates who reach children and families for child injury prevention.

Safe Kids Speakers

In 2025, we collaborated with the Guangzhou Women and Children's Medical Center to conduct a training session. Participants included 31 individuals from Guangzhou and its various districts, representing kindergartens, childcare institutions, and first-aid rescue workers. Upon completion, they were certified and joined the national network of SK Speakers, adding the frontline strength to child injury prevention efforts.

Furthermore, 22 of SK Speakers went on to organize 130 educational events across 16 cities nationwide, reaching nearly 30,000 parents and children.

KEY FACTS OF THE PROGRAM:

RISK AREAS:

- Injuries related to children

OBJECTIVES:

- To encourage more individuals to promote and advocate for child injury prevention through capacity building.
- To foster collaboration among professionals from all fields for child injury prevention.

NUMBER OF BENEFICIARIES:

- 31 new Safe Kids Certified Speakers were trained and certified.
- Nearly 30,000 adults, parents, and children of various ages were educated.
- 130 activities were held in 16 cities by 22 active SK Speakers.

NUMBER OF VOLUNTEERS:

- 22 Safe Kids Speakers led the subsequent educational activities.

KEY ACTIVITIES:

1. Activities Done by SK Speakers:
 - 130 activities in 16 cities were conducted, including training, lectures in schools and communities, and home visits.
 - 22 Safe Kids Speakers were involved.
2. Training and Certification:
 - Guangzhou carried out a training session.
 - 31 Safe Kids Speakers were certified
3. Program Promotion:
 - Promotional content related to these activities gained over 45,000 views on Weibo, WeChat, and video platforms.



STORIES FROM BENEFICIARIES:

Teacher Pan from a childcare institution said:

"For me, the biggest takeaway from this training was the shift in my mindset and perspective. I learned to use dialectical thinking and a scientific attitude, combined with evidence-based knowledge, to deal with various risks. By adopting effective prevention strategies and intervention methods, we can minimize the risk of injury."



Collection of event photos



CPST Training

Since its inception in 2014, the Child Passenger Safety Technician (CPST) training program has been continuously conducted for 12 years, with a total of 17 training sessions held and 176 CPSTs trained. These CPSTs conduct lectures on child passenger safety and instruct 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:

- 13 CPSTs

KEY ACTIVITIES:

Safe Kids China, in collaboration with Kunshan Maternal and Child Health Hospital, had the 17th Child Passenger Safety Technician (CPST) training course. Thirteen doctors from the hospital and staffs from Goodbaby participated. Up to now, over 170 people have participated the CPST training in China.

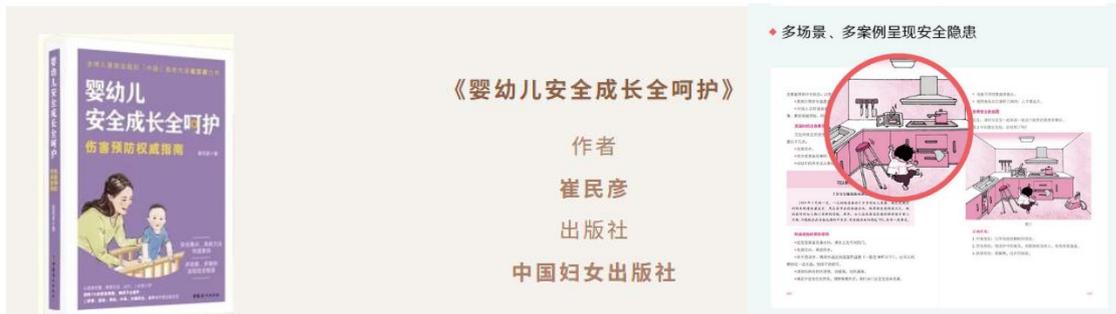
STORIES FROM BENEFICIARIES:

Hua Yafang, director of Kunshan Maternal and Child Health Hospital, said: "Through this course, I learned how to use best practices and concepts to guide caregivers in the correct selection, installation and use of child safety seats, so as to better serve every family."





- Safety Guide to Parents: "Protecting the Safe Growth of Infants and Toddlers," published by the national-level publishing house China Women's Publishing House, is a landmark achievement. Written by Monica Cui, the book brings together her decades of knowledge and practice on child injury prevention, it has become an important resource for family child safety.



- High-Impact Live Streaming talks: Interactive talks, such as the community lecture with Shanghai's Shimen'erlu Subdistrict on hidden injury risks, reached nearly 4,000 online viewers with practical, actionable advice.

Social Media

Our social Our strategic use of digital platforms created significant public momentum, particularly for policy advocacy.

- Advocacy Campaign: Collaboration with Sina Parenting, a child restraint law advocacy campaign was launched with the hashtag #儿童乘车安全守护计划# around the National Road Safety Day, we posted messages and videos of KOLs, gained over 7.6 million views
- Social Media: Our Weibo and WeChat accounts consistently engaged millions of followers with safety information. Our messaged on drowning prevention drive around World Drowning Prevention Day, gained over 50,000 viewership and were twittered by other media to reach more people.



- KOL Voice: The account of our Executive Director (@崔老师-儿童无伤害) remained a trusted and influential source, fostering an active community dedicated to prevention



Collection of event photos



INJURIES ARE PREVENTABLE!

OUR MISSION IS TO REDUCE THE PREVENTABLE INJURIES AMONG CHILDREN!

