



KEEP CHILDREN SAFE

2017 ANNUAL REPORT

“Every child and every family has a dream. These dreams can only come true when the child grows up safely and healthy.”

—Monica Cui
Chief Rep. Executive Director
Safe Kids China



穆馨蕊
我的梦想是当一名医生，
因为我想帮助好多的病人。



钟婧僖
我想成为一名跳舞明星，
因为我想为大家表演舞蹈！



关紫涵
我的梦想是当芭蕾舞明星，
因为我喜欢跳舞。



刘明瑀
我得梦想是做一名小学老师，
因为小学老师可以教小朋友们很多知识

DREAM UP



Preventable Injuries are the number one cause of deaths to children in China, and a major epidemic around the world.

OUR MISSION

**KEEP ALL CHILDREN SAFE FROM PREVENTABLE INJURY
THROUGH EVIDENCE-BASED GLOBAL PRACTICE.**



The 2017 was the 15th year that we had Safe Kids program in China.

Through the continuous and consistent efforts with multi-sector collaboration, our programs have covered from road safety, home safety to inner air pollution. The programs have grassroots education to 700,000 children and parents each year. At the same time, we conduct researches and advocate on the implementation of related laws and regulations on child safety.

We are happy to see that the Chinese parents are now paying much attention to injury prevention, more laws and regulations related to child safety have been issued or implemented such as child passenger safety, toy safety and child furniture safety.....etc. We also see there are environment improvements such as school zone safety as well.

Thanks to all the program sponsors and volunteers. We believe, we, together, will save more children's lives!

Safe Kids China

2018.2.14

2017 KEY ACHIEVEMENTS



Law advocacy on child restraint in Shanghai traffic rules with the collaboration of multi-sectors



4 surveys were issued, two on medication safety; one on road safety among teens and one on child and adolescent injury in China.



0.82 million children, parents and youths were reached through 13 programs.



Over 2,000 kindergartens and 2000 schools, 80 communities and 4 hospitals got Safe Kids curriculums or educational materials in 19 cities.



5,464 volunteers joined in our activities. They were corporate employees, police, doctors and community staff.



47 million viewership of social media.

11.3 million playbacks of PSAs and short videos at social media

4 CCTV interviews & 449 media reports tracked.

PROGRAM SUMMARY

Keeping Data-Tracking on Child Injury in China

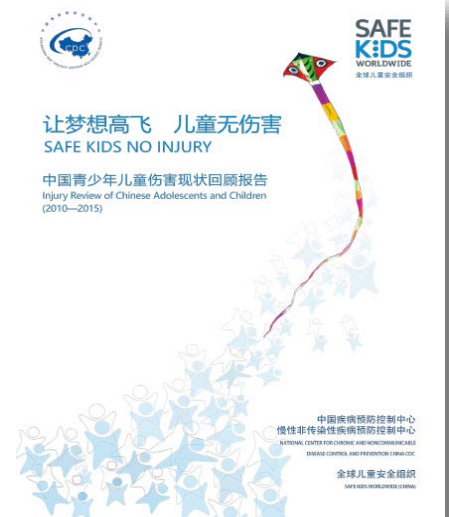


*Mo-xinxin; Guan, Zhihan; Zhong, qinxin; Liu, Minyu
From Beijing Bangni Kindergarten*

Keep tracking injury data and we understand how children are injured and how we could help them. This is what we are doing with data-based programs. After the year of 2012, we issued the first report on child injury in China with ten-year data review(2000-2009); in 2017, we issued a new report reviewed the 6-year data(2010—2015) on the death and injury of children aged 0 to 19. The report was issued with China CDC.

The survey results showed that:

- In the six years, the injury continues to be the leading cause of deaths for children and adolescents.
- The top three causes of injury death vary in different age groups. However, drowning, traffic crashes and falls keep being the top three among children ages 1 to 14.
- From 2010 to 2013, there was an upward trend in child and adolescent injury occurrence in outpatient and emergency visits. But there was a slight decrease since 2013.



Government officials and experts from National Working Committee on Children and Women under State Council(国务院妇儿工委), UNICEF(联合国儿基会), China CDC(中疾控), reporters and children and parents, together around 30 participants, attended the conference for the issue of the report at Ziguang International Meeting Center of Beijing. At the conference, China CDC also introduced child injury prevention strategies.

CCTV made a 2-min.report on this event.

<http://tv.cctv.com/2018/01/02/VIDE9iub82qI7FQz9uNyN8ta180102.shtml>

More linkages of the reports:

- People's Daily: http://paper.people.com.cn/rmrbhwb/html/2017-12/30/content_1826789.htm
- Sina.com: <http://news.sina.com.cn/c/2017-12-22/doc-ifypwzqxq5444966.shtml>

Medication Safety for Children sponsored by Johnson & Johnson



We bought the medication safety tools back home after the activity. I asked my daughter to use those tools. She stuck the poison signs on some liquid soap and laundry detergent. She asked me to put the medicines up to the top of the bookshelf.

--- Ms. Wang & Her daughter Ouyang Yuxuan



The medication safety for children tools on the left was distributed to families after every educational activity. They use these practical tools to keep children away from medicines and poisonings at home.

Medication Safety for Children is a program focusing on preventing child poisoning related to medicines. The program was launched in 2013.

In 2017, the program:

- **Survey:** released 2 survey reports on children medication safety, 1 in Beijing, 1 in Shanghai
- **Hospital-based education:** collaborated 3 children's hospitals in Shanghai, Beijing, Guangzhou for parental education
- **Kindergarten-based education:** reached about 50,000 children and parents through the educational curriculum with education tools
- **Public awareness with social media promotion:**
 - gained 2.6 million viewership of the topic "Children Medication Safety" on Weibo of Safe Kids China
 - released 6 educational videos on "To Know the Medicine Insert", with more than 100,000 reads
 - developed 1 PSA video on safe storage, with 300,000 reads and 130,000 playbacks



Linkage of the survey report:

<http://www.safekidschina.org/index.php?classid=4452&newsid=6578&t=show>

Linkage of Video: <http://t.cn/RTX4pQe>



Linkages of some of the media reports:

- CCTV: <http://news.cctv.com/2017/09/20/ARTIugaudOzJn0CWtIXsaT1170920.shtml>
- China Economic http://www.orz520.com/a/social/2017/0920/5046980.html?from=haosou_news
- Guangming net: http://big5.gmw.cn/g2b/health.gmw.cn/2017-09/21/content_26268120.htm





SAFE KIDS WALK THIS WAY sponsored by FedEx



“Being a long term volunteer of the WTW program, it is not only a chance to deliver safety messages to kids, but also a great opportunity for me to be a role model to my son, Felix’s. I am so excited to see his achievements through this program. Every year he urges me to conduct Walk This Way education to his classmates and new friends. In 2017, I did twice with my son together although I was busy but I think this is worthwhile. In the activity, I found he learn safety messages, and he has been growing communicating the messages in his own creative way as well.”

*—Mel Xie and her, Felix
FedEx volunteers of Guangzhou*



Duty

Children are so vulnerable when facing traffic accidents, thus, it is everyone’s duty to make a safer walking environment for child pedestrians and teach them have appropriate walking behavior.

*—Lauren Liu
A FedEx Beijing Volunteer*

TRUST

“When I realized that children practiced the safe walk very seriously, I felt the strong trust of children’s and were determined to do more for children pedestrian safety improvement.”

*---Chris Xiao
A FedEx Shanghai volunteer*



In 2017, Walk this way program had involved 200 FedEx volunteers and great support and effort from 1,083 social volunteers in communities and schools. The program continuously focused on child pedestrian safety improvement since 2004.

In 2017, the program:

- **Survey:** Issued a report on distracted walking of teenagers in Guangzhou:
 - In the research, 50.9% participated reported that they had distracted walking experience;
 - The observation finds that the occurrence rate of distracted walking during after-school period in the afternoon is 1.45 times than the period in the morning;
 - 70% interviewees reported that elder or younger groups are facing more traffic danger due to distracted walking, but not the group they belonged to.

Here is the linkage of the report:

<http://www.safekidschina.org/index.php?classid=4452&newsid=6561&t=show>

- **Education:** Educated more than 250,000 students in 905 schools in 6 provinces including Shanghai, Jiangsu, Guangdong, Yunnan, Chongqing and Guizhou.
- **Public Awareness;** Promoted the International Walk to School Month on Safe Kids China Weibo and WeChat gained 1,848,894 viewership

Here are some linkages of the media reports:

http://www.sohu.com/a/140073239_649957



SAFE KIDS @ HOME sponsored by Honeywell



This safety education is particularly good! I not only learnt safety in our daily life such as fire and burn prevention and gas safety but also how to have our inner-room air in good condition.

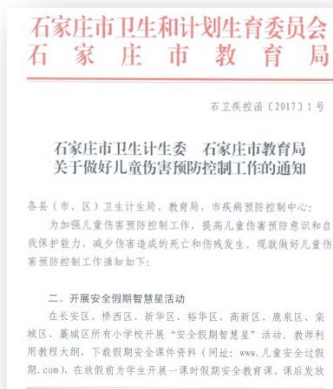
The Honeywell volunteers gave us a vivid safety lecture with interactive activities and the videos!

--- Lu Yan Jiankanglu Primary School in Nanjing

Like the student said, the “Safe Kids @ Home” program started from 2005, focusing on three key elements: indoor air quality, no gas leakage and fire safety. It aims to enhance awareness and safe behaviors among students and parents during winter vacation at home.

In 2017, the program had:

- Education:
 - Reached 367,246 students in 1391 schools in 19 cities
 - Became the designated safety course of Shijiazhuang support by Education Bureau and Health Bureau of Shijiazhuang
 - 123 Honeywell volunteers participated
- Public Awareness
 - 29 posts on social media gained over 307,512 viewership altogether
 - News release achieved 89 media clippings



Here is the linkage of the media reports:

- <http://www.prnasia.com/story/168560-1.shtml>
- <http://www.mnw.cn/edu/news/1553993.html>

SAFE KIDS SAFE RIDE sponsored by General Motors



Child passenger safety education is needed by our kindergarten. The curriculum save teachers' time for preparing on safety education. The kids played in the games at the same time learnt road safety. The video on road safety is loved by children especially. Hope such activities could come to our kindergartens more.

--- Ms. Jiao Jing, Ma qiao yuan xiang Kindergarten

Like what teacher Jing said, the Safe Kids Safe Ride program is promoting the child safety in and around vehicle through researches, public campaign and education to children and parents. Behavior-based education is developed to help children and parents on child passenger safety.

In 2017, the program included following activities:

- **Survey:** A survey was conducted on the perception of the Shanghai new Traffic Rules to understand the parents' support to the Shanghai new traffic rules, and the issues of not using the child restraint. The survey found:
 - 70 percent of respondents have car seats, but only a third use them every ride for their children;
 - 3 major reasons for not using them are: children do not like (89 percent), short distances (47 percent) and installation difficulty (24 percent).The survey results were presented to media with a car seat installation workshop which generated 55 reports, at the same time, the live streaming on the correct installation of the car seat gained 7,700,000 viewership. The 3 posts on GM social media got 2,100,000 viewership. Here is the linkage of the report: <http://www.safekidschina.org/index.php?classid=4452&newsid=6594&t=show>
- **Advocacy:** Held a seminar with the objective of implementation of the traffic rules on child passenger. Experts from WHO China representative, Shanghai Police, Shanghai CDC, Shanghai Juvenile Protection Committee Office, GRSP, hospitals and car seat makers were participated. At the same time, parents and kindergarten teachers and reporters were joined, too. There were 20 reports on the seminar.
- **Education:** 10 trainings were held to 733 teachers, SK speakers and GM volunteers, while education reached 91,610 children and parents through kindergarten-based education.
- **Public awareness:**
 - 37 posts released on SK social media gaining 660,799 viewership.
 - 563,483 viewership gained for the short video on car seat installation

Here are some report linkages on the activities:



- http://blog.sina.com.cn/s/blog_6f023ab20102wzph.html
- <http://auto.eastday.com/a/171102145533543.html>
- https://www.sohu.com/a/202744497_100016141



【儿童安全座椅最专业/正确/全面的安装视频来啦】[给力][赞啊]有没有妈妈买了安全座椅后，直接放在车后座的？哈哈，有哦。还不少这样的家长呢。即使在安全座椅90%以上使用率的发达国家，还是有70%的车祸发

SAFE KIDS 全球儿童安全组织

14万次播放
11月13日



CHILD RESTRAINT REGULATION ADVOCAY sponsored by GRSP



“This child restraint lecture and check-up event initiated by Safe Kids China is very practical and helpful to pregnant and new parents. Child passenger safety technicians (CPST) from Safe Kids China not only helped parents know how to select child restraint, but also helped on correct installation. Parents with car seats really learned how to use car seats correctly instead of putting them aside.”

---Ms. Pan, Shanghai Pudong Maternal Hospital

Like what Ms. Pan said, we focused on the advocacy of the concept “Buckle Up First Ride Every Ride” among parents in order to help parents on the correct usage of child restraint, and advocate the implementation of the newly amended road safety rules in Shanghai.

In 2017, the program has achieved as followings:

- **Advocacy:** Advocacy on the implementation of the traffic rules on child restraint through seminar with multi-sectors in Shanghai
- **Public Awareness:** Developed and aired 2 PSA videos
- **Technical support to parents:**
 - Child Passenger Safety technician (CPST) was held with the participants of police, doctors, health staff and staff from kindergartens.
 - CPST provided child restraint lecture and car seat check events regularly in a maternal hospital.
 - The live-streaming education child passenger safety with CPST and VIP mom attracted 7.59 million people online with a peak number 0.93 million and had 2798 comments.
 - Education to 1000 parents through leaflet distribution



Linkages of media reports:

- http://sh.xinhuanet.com/2017-11/20/c_136766164.htm
- <http://sh.eastday.com/m/20171120/u1ai11010570.html>



Linkages of PSA video:

- <http://v.qq.com/x/page/v0506emz83s.html>
- http://v.youku.com/v_show/id_XMTgyNTc5Mjk2MA==.html

Home Safety Program supported by CITIC-Prudential Life Insurance Program



“Home Safety through Children’s eyes’ activity is such a good experienced for parents to find potential risks at home for children. This activity is very close to our daily life, and we often ignore these risks, it is very important to enhance safety awareness at home. Thanks to Safe Kids for helping adults and children to find these risks at home and provides the solutions to solve the problem. Children’s safety is very valued to all the families.”

--- Ms. Wang, a Mom with a child aged 5

Safe Kids China was participated in a Child Safety Event held by CITIC-Prudential Life Insurance in Beijing. At the event, Safe Kids China introduced an activity called “Home Safety through Children’s Eyes”, parents experienced the safety with big home furniture to look for risks from children’s view. Two CPSTs of Safe Kids China gave guide to

parents on how to select and install the car seat correctly, too.

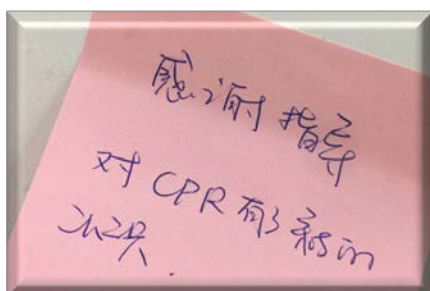
For the one day activity,

- Over 1000 families were invited to join the event with various activities on-site.
- Over 700 families visited “Home Safety through Children’s eyes” activity.
- Over 200 families were searched at the site of child restraint introduction supported from CPSTs.
- CPSTs checked 3 car seats for 3 different families.
- About 10 media reports were generated.



Programs initiated by Safe Kids China

Hands-only learn CPR at Metro



“I am going to take Metro and I see this so I come to learn it. I think Safe Kids is doing such a great thing. This hands-only CPR skill is very easy and simple to learn, but it is very useful. If anything happens to my family, at least I can do something to save their lives rather than do nothing but stand and cry. I wish the activity can do more, and such learning stations could have more, too. I think everybody needs to learn this skills. It’s simple but can save lives.”

--- A learner

“Promote Medical Skills, Save Lives.”

--- Mr. Hong Zhuanyuan

The hands-only CPR learning program is to enhance people’s interest in learning CPR and help them to have hands-only CPR skill. The program is collaborated with Shanghai Children’s Medical Center and Metro Line 6.

Since the launch of the program on the 30th, October to the end of December: the program had:

- 5 activities with 350 people practiced the hands-only CPR;
- Over 9 million playback of the video named “5-min-learning on hands-only CPR”.
- Over 1.15 million viewership and 1183 comments on messages posted at Weibo,
- 100% people think this teaching activity is useful
 - 90% of people think they gain this skill
 - 75% of people think they will do Hands-Only CPR if they see somebody suddenly falls down



Linkage of the CPR video:

<https://weibo.com/tv/v/FteMfxSdB?fid=1034:5074e684dee93ff00d27ce0f93f44a49>

Linkages of some reports:

- People’s Daily https://weibo.com/2803301701/FtpPwID6V?refer_flag=1001030103 &type=comment
- Xinming.cn <http://newsxmwb.xinmin.cn/shenti/2017/10/30/31329442.html>
- Pengpai News http://www.thepaper.cn/newsDetail_forward_1842610

CPST Training and CPST in Action Month



As a father of two children, I hope to do something that could help on child injury prevention. This is the reason I became a child passenger safety technician (CPST).

Mr. Chen Xiaoning
CPST from Air Liquide

I saw too many child injuries resulted from no use or not correctly using of child restraint system in my clinic. I became a CPST to promote the importance of child restraint system. I hope this could help parents a lot.

Zheng Jicui
CPST & CPS Instructor from Children’s Hospital of Fudan University





"I am glad to attend the CPST checkup event organized by Children's Hospital of Fudan University. The CPSTs from Safe Kids China and the hospital taught us on how to select the right child safety seat and install it correctly. Thanks for having such a helpful event."

--- A mom



Child passenger safety technician (CPST) is a person trained and certified to give parents guide on the correct usage of child restraint. People who are interested in child passenger safety could apply for the training and join in the activities launched by Safe Kids China.

In 2017, our activities as below:

- One CPST training with 10 people certified among them were police, doctor, CDC staff and teachers;
- One short course on child passenger safety with 40 people participated. They were from doctors and CDC healthcare staff in the community
- The 3rd CPST month in Action was held in November. During the month, 8 CPSTs hold 9 events in 5 cities (Shanghai, Guangzhou, Shenzheng, Changsha, Qinhuangdao), about 60 cars were checked, more than 130 families benefited from these local events.



Some report linkages about the activities:

- Sohu: http://www.sohu.com/a/166529303_649957
- Baidu: <https://baijiahao.baidu.com/s?id=1576821990930485737&wfr=spider&for=pc>
- Sohu: http://www.sohu.com/a/202755733_649957

SK speaker training and in action



I conducted many training activities on children safety. But after being a SK speaker, I learnt more on how to educate children on safety. Now, when I prepare a lecture or an activity for children, I will look for good practice and make a behavior-oriented education to children.

--- Mr. Wu, 4th SK Speakers

SK speakers training is aimed to enable people who are dedicated to children injury prevention to have professional knowledge and practical skills on education to children and parents on child injury prevention. The program has certified more than 80 SK speakers in China.

In 2017, the program has:

- held 2 trainings and certified about 40 people
- initiated 83 activities in 18 cities by Safe Kids speakers
- benefited more than 25,000 children and adults



“RUN FOR SAFETY” Campaign

The Run for Safety campaign is an annual public safety promotion campaign initiated by Safe Kids China from 2016. The campaign is focusing on road safety promotion, held in every April in Daning Park, Jing'an, Shanghai.

In 2017, the “Run for Safety” campaign had involved 60 corporate volunteers and 60 community volunteers from hospitals and schools. The program continuously focused on public safety awareness enhancement. In 2017, the program:

- continuously gained support from Police, CDC; and collaborated with media
- promoted public safety awareness on road safety, child passenger safety, first-aid and medicine safety.
- more than 3,000 citizens involved in the interactive games set in 10 booths in the park.

- FM 93.4 Jiao Zi You Fang (Teach Children in A Good Way) of Shanghai Radio and other 7 social media reported the event, gaining 14,942 viewership.



Safe Kids China in Media

In 2017, Safe Kids China kept a high media exposure with high-profile media interviews and large impressions of social media;

- 20 media interviews, which included 4 interviews by CCTV, and interviews by Xinhua News Agency and Knews of Shanghai TV....etc.
- 47 million+ viewership of social media
- 11.3 million+ of playbacks of PSAs and short videos at social media
- 4 CCTV interviews & 449 media reports

All those reports provided child safety messages to nationwide parents and highly raised the Safe Kids branding among the public as well.



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