

2011 SAFE KIDS CAMPAIGN IN CHINA
SAFE KIDS China

EXECUTIVE SUMMARY

In 2011, the impact of our program reached **over 7 million parents and children**, among which over **2 million** children and parents were covered through school and kindergarten education; the rest through targeted magazine collaboration and social media. In addition to this grassroots outreach, Safe Kids China's practices on child injury prevention were spotlighted in the injury prevention professional field nationally and globally by:

- Huamu school zone modification project is going to be spotlighted in WHO guide of NGOs working on road safety for engaging partners
- Speed limit in school zone project was introduced to Kenya through WHO
- Two projects were spotlighted in the Chinese Ministry of Health guide for childhood fall prevention and road safety
- Technical support to the Yanji community helped the community being enlisted onto the national Safe Community in China



In 2011, our efforts on child prevention promotion throughout over ten years was paid by child injury death rate down as one of goals in the Decade of Plan for the Development of the Chinese Children(2011-202) issued by the State Department of the China in August, 2011.

In 2011, we launched micro-blogs (twitter-like), through 9 months, we achieved over 26,000 fans; while through the on-line video media collaboration, and we achieved over 207,000 clicks for our branding promotion video. The activities and the events drove out **440 media clippings**, among which the Chinese government official website posted two of our activity information ---Slow Down for Kids and Safe Gifts to Children.

In 2011, we had more corporate volunteer involvement than previous years, up to over 1000 persons in time.

In 2011, Safe Kids China enhanced its child injury prevention leadership in China and was growing to be recognized in global injury prevention field as well. We believe all our efforts are going to save children's lives form preventable injuries.

WHAT'S NEW?

- **New branding & NGO registration**
 - Safe Kids China launched a new branding name aligning with the name of the English translation for Safe Kids Worldwide. This branding enhances the consistent messages to audience that is: a global non-profit organization with expertise in child injury prevention.
 - Safe Kids China registered as an NGO under the Zhabei Science Institute of Zhabei Social Affairs, Shanghai. This registration will support the organization's operation in China for more community activities.
- **Program got acknowledgement by professional agencies such as WHO, Chinese MOH and US CPSC**

- Child pedestrian safety program got spotlight in WHO Guide for NGOs working on road safety for partner engagement
- Photovoice and “Pin the Map –Safe Road to School programs were both spotlighted in China Childhood Injury Prevention Guide
- Speed limit in school zone project was recommended to Kenya by WHO
- Child product safety promotion gained support from US Consumer Product Safety Committee(CPSC) such as product recall information and baby sleep video

Safe Kids China is proud that our intervention practices could be introduced nationwide and globally. At the same, with the involvement of the national and global injury prevention projects, we are keeping our program to be aligned with the global and national injury prevention strategies.



● **Capacity Building for Safe Community**

- Empower Shanghai Yanji Community successfully applying for national safe community
- Safe Kids China was invited to be a team member by Shanghai Yanji Community for the application of National Safe Community. Safe Kids China was responsible for the community childhood injury prevention project and technique support such as injury prevention training, evaluation and etc. The childhood injury prevention project includes training to kindergarten teachers and parents, educational lectures to primary school students and surveys on awareness and behavior change. With one and a half year efforts, Yanji Community was successfully being enlisted onto the National Safe Community.

With the growth of Safe Kids China in the child injury prevention sector and the support of Safe Kids Worldwide, more communities are contacting us for the technique support on Safe Community promotion.

Safe Community works with injury prevention programs in a broad aspect. Creative methods of education and environment modification, legislation and enforcement are important for the safety in a community. The program is supported by WHO. There are now over 10 international safe communities in China.



● **Utilization of Social Media and Media Collaboration**

- We launched micro-blogs (twitter-like) in March. Through this platform, we promoted safety information through several topics such as “Small Habit, Big Safety”, “Learn Safety through Pictures”, “Child Product Safety” and “Daily News” ; and launched several activities with sponsored products as awards. Through 9 months’ efforts, we achieved over 26,000 fans.
- Through information exchanging, we gained several free collaboration with top-tier media, which included:
 - Sina.com collaboration for the promotion of “Slow Down for Kids” activity, we gained free promotion for our micro-blog activities
 - Yahoo, Youku and Yahoo collaboration on “Slow Down for Kids” program for free video interview and promotion
 - Babycenter.com collaboration by once a month safety topic on baby safety column

- MOM & Baby magazine collaboration by once a month an article on child safety

All the above collaborations are information exchanges and free of charge. We see that media is now more and more eager to collaborate with Safe Kids China for getting child safety information.

MAJOR ACTIVITIES:

I. Research – data collection, survey and evaluation

Developing child injury prevention program with evidence-based data collection, survey and evaluation is the project guide for Safe Kids China's practices.

● **School Zone Speed Limit Pilot Project Was Recommended to Kenya by WHO Headquarters**

A school zone speed limit project was conducted in Huamu community of Shanghai. The project was conducted through pre and post observation survey with the objective to slow down the speed of vehicle with the intervention tool. A movable fresh light was used as an intervention tool; the results showed a 35%+ of passing vehicles slowing down their speed.

The results were presented to WHO officials at Beijing on May 10 and were recommended to Kenya.

● **Contributions to China Childhood Injury Prevention Guideline Issued by China Ministry of Health (MOH)**

Two guidelines related to childhood injury prevention were issued by the Chinese MOH in September. The two guidelines are for the childhood fall prevention and child road safety. Safe Kids China is proud that our intervention program could be accepted in both guidelines, which is the first Chinese guideline on the childhood injury prevention.

Photovoice project as a community safety promotion example is spotlighted in the guideline for childhood fall prevention; while "Pin the Map –Safe Road to School" project is accepted as a road safety promotion example in the guideline for child road safety.

We were proud to see that our efforts are being well accepted in the injury prevention field and Safe Kids China is regarded as a leader in childhood injury prevention in China.

● **Behavior Chang Observation**

A research-based prevention program was conducted in a kindergarten to observe children's behavior change through behavior-oriented education. Children's behaviors related to fall, drowning and poisoning prevention were observed. The results showed encouraging evidence on behavior improvement among children through behavior-oriented education. Results told that behavior-oriented education with situation setting is effective for child behavior change at the same time situation setting during the education is important for child behavior change.

II. Prevention—Educating for Awareness, Behavior & Environmental Change

Our prevention and advocacy programs include: public awareness campaigns (such as Safe Kids Month); family-and school-based educational initiatives for promoting safe behaviors and awareness; and programs aimed at community environment modification and safety regulation promotion.



1. J&J program --- Safe Summer Happy Kids

With the theme of Safe Summer Happy Kids, around 1,260,000 parents and children were reached through kindergarten lectures, leaflets, Safe Kids Month activities and migrant kid education programs. The education called for three safe behaviors for kids -- “Kids can’t Fly”; “Mom, Watch Me!” and “Ask before Eating.” The whole-year program **involved 670 J&J volunteers through 80 local activities.**



children in China, especially during the summer.

Three educational videos were developed with behavior-oriented education methodology to guide parents how to educate children. The video could viral through micro-blog (twitter-like). In addition, there are games on drowning prevention and medicine safety flash as well.



- 17 activities by JJMC in 11 cities, and;
- 2 big activities by volunteers from 7 J&J operating companies in Shanghai and Beijing, which were J&J China CRS programs during the J&J China volunteer month

These programs involved **679 J&J volunteers**, reaching out over **50,000 parents and children.**

Safe Kids China prepared all the educational materials and on-site games. We held over 10 training to volunteers and coordinated all the materials delivered to each city on time. We also customized educational materials and games for some cities while volunteers had special requirements.

- Education to parents through kindergarten lectures

The lectures were conducted through teachers in 7 cities. Nearly 1000 kindergarten healthcare staffs in Shanghai, Hangzhou, Guangzhou, Nanjing, Chengdu, Xiamen and Wuhan participated in the training lectures conducted by Safe Kids staffs. Those trained teachers gave training to other teachers; at the same time, teachers could get our e-curriculum through Safe Kids website. The program gained a strong support from the local government agencies such as local CDC and local education bureau. **The program finally outreached over 1.2 million families through 5800 kindergartens.**

● Safe Kids Month

In June, Safe Kids Month was launched with a media involved campaign and local activities supported by J&J team.

- Public Awareness Campaign – Summer Safety E-camp Launch

The E-camp on summer safety (www.safekidschina.org/summer) was launched on June 29th, just before the summer holiday, a peak season of child injury. The E-camp was an on-line-based program on summer safety, promoted through micro-blog (twitter-like). The topics were on the prevention of drowning, falls and poisonings, the major injuries of

Therefore the objective of this summer safety E-camp was to expand our outreach to more people throughout the whole China.

On the launch event-site, we also live-broadcast the event through weibo.com (twitter-like). The message of Mike Hsu, the general manager of SJJP and SJJ was widely tweeted immediately.

The event generated **167 articles with ad value up to over RMB 3 million.** The campaign achieved 4 times increase of sina **weibo fans number, up to 3500** and reached **2,237,967 online users** through influencer engagement.

- Local activities led by J&J local team

During the Safe Kids month (from May 25), there were **84 volunteer activities held in 29 cities**, among which:

- 65 activities conducted by SJJP volunteers in 27 cities;

What is more, the activities not only were held during the month, in August, Sept and November, J&J volunteers continued looking for opportunities to reach parents and children.

- **Education to migrant kids in Shanghai (June 20th) and Beijing (June 24th)**

The activity was especially developed for migrant kids and their families. The program included in-class room education and migrant home visit for safety check. The activities involved **175 volunteers** (SH-94; BJ-81), giving education to **436 kids** (SH-200; BJ-236) and home-visit to 25 families (SH-15; BJ-10).



Migrant home visit is one of Safe Kids program which is especially designed to care for those families moving to urban from rural or from the remote regions of China. Over one hundred J&J volunteers participated in the safety education to migrant kids in Shanghai and Beijing, including migrant home visits.

2. FedEx program

• **Slow Down for Kids—Activities Responding to the UN’s Call for Action of Plan for Road Safety (RS10)**

In responding to the UN’s call for Action of Plan for Road Safety (2011 to 2020), Safe Kids China joined hands with FedEx launching a program called “Slow Down for Kids”, which includes 4 major activities:

- “Slow Down for Kids” mini-web site launch, and 100,000 “Slow Down for Kids” cards with web information were distributed through FedEx carriers
 - Program launch ceremony in Beijing one day before the date of the global RS10 launch (May 11), involving celebrity (Coach Li Yong Bo) and media to call public action on “Slow Down for Kids”
 - Promotion among new drivers in Shanghai with promotion activity in 6 new driver health check centers in October and November
 - Media event on the World Day of Remembrance for Road Traffic Victims (Nov.20)
 - Social media promotion through Safe Kids China weibo account (twitter-like) with collaboration of sina.com



We gained over 10,000 signs for the supporting on “Slow Down for Kids”, over 1000 children in 18 cities participated and around 100 volunteers joined in for the promotion.

• **School education**

In 2011, the school education focused on safe crossing, but adding new knowledge with how to cross with three different situations such as crossing between two vehicles.

The education was conducted in 10 cities, including new city of Zhenzhou and Jinan. **Totally we reached over 355,000 students and with 345 volunteer involvements in the school education.**

• **Safe Kids Walk This Way Month**

The third Safe Kids *Walk This Way* Month was conducted successfully in 10 cities from Nov.1 to Nov.30. The significance in 2011 was that the FedEx employees’ involvement from the program development such as program slogan and teaching tools such as safety information cards and local school coordination. There were **108 FedEx volunteers involved the school activities and 10 volunteers participated on the curriculum update.**

- 108 FedEx volunteers in 10 cities held 12 interactive education activities. About 1800 students were educated directly.
- Zibo and Suzhou were two new cities for this year where Walk This Way program hadn't been launched before. (Volunteers showed great creativity during the WTW month. Wuhan produced the activity video and Beijing developed a song for our children.

3. Honeywell program

The 2011 Safe Kids @ Home initiative program partnered between Safe Kids China and Honeywell ran into the 7th year since 2005. The theme for this year was: No Gas Leak, No fire. The program reached **over 0.5 million of children and families** through school education and community promotion. There were totally **59 Honeywell volunteers** involved in gas month in-school activity, launch event and on-line programs.

- **The First Gas Safety Month**

In 2011, we launched the first Gas Safety Month. For the first time, the local Honeywell employees led the local communications with the school and took the activity by themselves, while Safe Kids China prepared all the materials, which included communication materials and curriculums. Through the training, Honeywell volunteers went to the local community and actively searched for the activity opportunities. Finally, it turned out 5 school activities in 4 cities. **Forty-one volunteers were involved.** This new measure opened the opportunities to all the local employees nationwide and what was more, the

employees had a strong sense of the program ownership as well.

- **School Education**

In 2011 the school **education reached 280,023 students of 310 schools in 4 cities** through program introduction cards, posters and curriculum. In addition to educational brochure, Safe Kids China developed two videos. One was on home gas safety check; another one was on family fire drill plan. The concept of gas leak alarm was introduced in the video. The video was promoted through social media and the on-line program, receiving over 9,000 views during 5 months. The video was also a very good education tool for the in-school education.

- **Using new media to scale up the program outreach:**

Safe Kids @ Home program opened several accounts on popular social media such as Kaixin001.com (as facebook), weibo.com (as twitter), and video website as youku.com, ku6.com and etc. to delivery program information and safety education on gas leak prevention. Although, no investment on digital promotion for these accounts, we still got over 1,000

fans (of Kaixin001 and weibo.com) in 5 months.

- **Community endorsement:** With the endorsement of Shanghai Huamu community, the program poster was posted in the apartment buildings of the community, which **expended the program impact to 230,000 residents in the community.**

- **Deliver safety information with the Chinese traditional culture:**

The Chinese knot is a symbol of the Chinese New Year and happiness in the Chinese culture. Safe Kids @ Home program was just launched before the Chinese New Year with the Chinese Knot drawing competition well fitted in the New Year Festival atmosphere in China --- a safe and happy New Year.



The students were encouraged to draw a Chinese knot with the safety message. In this way, the student not only enjoyed the drawing but also enforced what they learned about safety. Finally, we got 500 drawings.



III. Publicity and Advocacy

In 2011, our events and programs for publicity and advocacy gained over 440 reports.

- On-line visits – near 500,000 visits, half for video visits and another half are website visits
- Paper and on-line coverage: 440 reports
- LCDs: 8 bus stations in 5 cities with ad value 74 million yuan
- Fan: over 26,000

The details of the number of parents and children reached for each program please see attached Appendix.

IV. Services and Capacity Development --- Building Coalitions and Developing Intervention Models and Training

● Build Community's Capacity through Needs Assessment Tools and Engage Multi-sectors for Child Injury Prevention School zone environment modification



After a review of data on road traffic death and injury in Shanghai, the Pudong District showed a higher traffic risk for children than the other 18 districts of the city. In response, we embarked on a project with the HuaMu community in Pudong to improve safety for child pedestrians in school zones.

To initiate action, we invited stakeholders to form an advocacy committee to address the numerous child pedestrian safety issues in their community. Committee members included the Shanghai Municipal Center for Disease Control and Prevention (Shanghai CDC), Traffic Administration, Administration of Safety Work, Education Bureau, FedEx, Safe Kids China, and the HuaMu Community Safety Committee. We hosted advocacy committee meetings and a community seminar, and encouraged members to conduct a needs assessment and execute a project to address the needs of child pedestrians identified by the community. Each organization participated based on their area of expertise: the Traffic Administration measured the speed of cars passing the school zone and worked together with the Sanitation Department, Green Department and HuaMu Community Safety Committee to relocate trash bins and plants that

blocked access to a crosswalk used by children to reach school; FedEx, the Education Bureau, and Safe Kids China worked with students to map their routes to school and teach them about safe pedestrian behaviors; and community and parent volunteers participated in the school crossing guard initiative. The Shanghai CDC coordinated Traffic Administration on road traffic data review of the city, led the baseline survey in Huamu community, engage six other districts witness Huamu.

As a result of the project, there were improvements made to infrastructure around the schools in the District, including the establishment of student drop-off and pick-up zones, upgraded crosswalks, and creation of temporary parking areas; creation of crossing guard protocol; an increase in traffic signage knowledge among students, and improved child road safety behaviors. The project was later adopted in six other districts in Shanghai.

● **Capacity-build Trainings to Teachers on Summer Safety and Road Safety through Behavior-oriented Education Method**

Behavior change is one of goals for injury prevention, which is based on a prevention theory that is knowledge, attitude and practice (KAP). Education for behavior change in this survey was through a behavior-oriented education method. That focuses on learning through practice.

With the KAP theory, we worked with coalition partners, organizing capacity trainings for school and kindergarten teachers on summer safety and road safety in 9 cities nationwide. The trained teachers got a deep understanding on how to conduct the education lectures to kids and their parents using a behavior-oriented method.



- The training program covered 9 cities (Shanghai, Nanjing, Guangzhou, Xiamen, Wuhan, Hangzhou, Chengdu, Beijing and Zhengzhou)
- Over 1260 kindergarten and primary school teachers were trained while over 6000 school teachers got the curriculum.
- Over 1.21 million parents were educated through lectures given by kindergarten teachers.
- Near 100,000 primary school students will be educated through the safety lesson through school teachers.

V. **LESSONS LEARNED**

- Well data management of coalitions and volunteers helps program expansion with limited resources.
- Building partners are important for program expansion as well as resources creation
- New media drives brand awareness as well as interaction with target audiences.
- Volunteers are very creative and active if we give clear guide and let them to have more freedom for creation
- Activity collaboration with media through resources exchanges gains more publicity opportunities for programs as well as branding building
- Creative and interactive activities could attract more fans



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