



# 2013 Annual Report

以全球伤害预防的循证实践为基础，促进儿童安全  
Keep all children safe from preventable injuries  
through evidence-based global practice.



**儿童无伤害**  
Safe Kids No Injury

**SAFE  
K:DS**  
WORLDWIDE

全球儿童安全组织

Safe Kids China  
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## **OUR MISSION:**

Keep all kids safe from preventable injuries.

## **OUR GOAL:**

Reduce death rate of children aged 18 and under from injuries by 1/6 to 2020 through working with multi-parties.

## **HOW WE WORK**

Promote childhood injury prevention through **evidence-based global practice.**



## EXECUTIVE SUMMARY

In 2013, we reached over 2.28 million children and parents through 15 programs and activities. In addition to this grassroots outreach, the promotion on child injury prevention achieved a high impression through the collaboration with the national top media such as CCTV, well-known children and parental magazines and social media. The social media impression reached to 52 million on-line users. At the same time, through CCTV news WeChat reached to over 5.4 million of its followers.

### RESEARCH



In 2013, we conducted one data collection survey on medication safety, two observation surveys for behavior change evaluation, and eight pre & post evaluation for educational programs. The results of surveys addressed the issue of injuries, such as medication safety survey which for the first time, issued data on poisoning related to medicines to the general public; while home safety behavior change observation surveys demonstrated the home safety tool kit is an important aid for helping parents to improve home safety for children.

### PROGRAM



In 2013, there were 12 programs and 3 activities conducted, which were child pedestrian safety, home safety, road safety, medication safety, gas leakage prevention, sports safety and car seat promotion as well. These programs and activities reached over 2.28 million kids and parents in 25 cities and involved 2,221 volunteers (person in times) of program sponsors.



## ADVOCACY



### New Provisions on Road Safety for Children

In 2013, we are glad to see more child safety related regulations were issued. Shanghai government is going to add three new provisions into the “Children & Youth Protection Ordinance” in March, 2014.

- Children aged 4 and under should use car seats while riding in a family car
- Children aged 12 and under should sit at the back of a family car
- Children aged 4 and under should not to be left alone at home

Safe Kids China promoted the car seat regulation since 2011, and joined two meetings with the Shanghai Municipal Gov'n't officials on how to have this provision into the current Children & Youth Protection Ordinance of Shanghai.

### Enforcement of Product Safety

On Dec. 18<sup>th</sup>, the General Administration of Quality Supervision, Inspection of China (AQSIQ) announced the recall of the 41 batches of defective children's toys. At the same time, AQSIQ announced to the hotline number for product defects and website address as well.

Since 2011, Safe Kids China launched a website on child product safety ([safekidschina.org/product](http://safekidschina.org/product)) and initiated child product safety advocacy and awareness program, calling for nationwide action on child product safety. We are happy to see AQSIQ is enforcing the regulation on child product recall.

## AWARENESS



In 2003, with the collaboration with CCTV, Safe Kids China achieved a huge impact on the promotion of child safety.

A 7-day educational campaign on injury prevention awareness was launched by the CCTV WeChat. A series of the child injury prevention messages were posted through the CCTV News WeChat and also aired at CCTV -13 (the news channel). The CCTV news WeChat has over 5.4 million followers.

Safe Kids China were invited to participated in several well-know TV programs such as Child Safety program of CCTV News; Evening Interview of Shanghai News TV...etc.



**儿童安全 你与我**  
**Safe Kids You & Me**

江湾镇街道——儿童家居安全项目指导

- 在全球，每天有2000多名儿童死于非故意或故意伤害。<sup>[1]</sup>
- 在中国，每年有近50,000名0-14岁儿童因伤害而死亡，是0-14岁儿童死亡的首要原因。<sup>[2]</sup>
- 62%的儿童伤害发生在家中。跌落、溺水、中毒、窒息和烧伤是儿童伤害的主要原因。<sup>[3]</sup>

伤害是可以预防的！如果在世界各地采用已证明为行之有效的预防措施，每天至少可以挽救1000名儿童的生命。<sup>[4]</sup>

为孩子营造一个安全的家，从家居环境、家长和孩子安全行为做起！

**儿童安全，你我行动！**

In 2013, we had 15 programs and activities, among which 11 were sponsored by corporate and 4 were sponsored by communities. These programs and activities reached over 2.28 million parents and children. At the same time, we mobilized 2,221 volunteers (person in times) of the sponsors and 10,720 community people joining us for safety promotion. With the support of sponsor volunteers and communities, our program was able to be extended to 25 cities.

We got strong support from the medical field and were invited to present the Child Medication Poisoning Survey at “Child Size Medication” Conference organized by WHO Collaborating Center of Children’s Health and Pediatric sub-Association of the Chinese Medical Association in December. The survey was also

presented at the Conference of the Clinical Child Medication organized by the Chinese Pediatric Magazine of the Chinese Medical Association in October. Doctors are joining us actively to promote medication safety among parents.

## MAJOR PROGRAMS

### J&J Program--- Medication Safety for Children

**Risk Areas:** Prevention of Poisoning related to Medicines

- Over 70% of poisonings was related to medicines.
- Over 80% of poisonings related to medicines was medicine-mistaken by children.

**Project Objectives:**

- Understand the poisonings related to medication through hospital data collection.
- Raise the awareness on medication safety for children and encourage behavior change through kindergarten education and prevention tool usage.

**Major Activities/Achievements:**

- **Medication Safety Survey:**  
Four hospital data on child poisonings related to medicines were collected and analyzed. A report on poisonings related to medication safety was issued.
- **Safe Kids Month:**  
A media campaign was conducted with the issue of a survey report on medication safety. There were 26 print reports and 50 on-line reports generated.

During the Safe Kids Month, interactive educational activities were held nationwide with the support of J&J employees. Employees conducted local interactive child safety activities in 25 cities with 120 activities. There were 1,068 employees (person in times) involved in children's activities and contributed over 4000 hours.

- **Kindergarten education:**

Safe Kids developed medication safety curriculum and trained kindergarten teachers. Kindergarten teachers gave educational lectures to parents and education to kids as well. There were 650 teachers in 5 cities trained. Through teachers, over 848,557 parents and children were reached.

- **Volunteer involvement :**

In addition to Safe Kids Month, Safe Kids created more opportunities for volunteers such as "Safe Kids No Injury" activity. Totally, in 2013, there were 1,418 employees (person in times) joined in the Safe Kids activity.



Over 200 parents sent us photos on how they acted on putting the medicine up and away. This photo was from a Guangzhou kindergarten. The mom put the medicine box up.

## FedEx Program --- Safe Kids Walk This Way

### **Risk Area:** Pedestrian Injury Prevention

- Road traffic crashes are the leading cause of deaths and injuries for children ages 14 and under in China.
- Nearly 20,000 children die and suffer injuries from road traffic crashes in China every year. Forty percent of the victims are child pedestrians.

### **Project Objectives:**

- Raise the awareness on child pedestrian safety among primary school students and encourage behavior change through school education and behavior practice.
- Build injury prevention education capacity through school teacher training.
- Evaluate education through pre & post test among primary school students through FedEx volunteers' facilitation.



## Major Activities/Achievements:

- The 2<sup>nd</sup> UN Global Road Safety Week: 38 volunteer teams conducted advocacy activities in 12 cities.
- School education: 395,310 students in 13 cities were reached.
- Walk This Way month: 21 in-school activities in 13 cities through FedEx volunteers, reaching 2,229 students.
- Public advocacy activities: the 2<sup>nd</sup> UN Global Road Safety Week; the WTW school activity with China Badminton team in Shanghai; the New Year Safe Outing and the Back to School Safety were conducted.
- Volunteer involvement: 563 person-in-times in 13 cities.



From April 15<sup>th</sup> to May 12<sup>th</sup>, to echo the 2<sup>nd</sup> UN Global Road Safety Week, four advocacy activities were conducted in 7 cities with 1,395 participants and 120 volunteers, generating 17 media stories and 3.7 million exposures through social media.

## Honeywell Program ---Vacation Safety ----Safe Kids @ Home

### Risk Areas: Gas Leakage and Related Fire/Burn Prevention

- Poisonings, fires/burns are one of the leading causes of deaths and injuries for children ages 14 and under in China.
- Winter vacation is the peak season of gas leakage and fire accidents in China while children are off school at home.

### Project Objectives:

- Raise the awareness on home gas leakage check and fire escape plan among primary school students.
- Encourage behavior change through school education and behavior practice.
- Expand program outreach to children nationwide through program online mini-site.

### Major Activities/Achievements:

- School Education: 639,767 students in 11 cities were reached.
- E-curriculum web launch and promotion: 166,295 unique visits to the program mini-site.

- Gas Safety Month: 13 activities in 8 cities, reaching 1732 students.
- Gas Safety micro video: 13,419 viewership and 140,000 impressions during 14 weeks.
- Community collaboration in Shanghai: reaching 230,000 people on gas safety through posters at residential buildings.
- Volunteer involvement: 780 volunteers' participation (person in times).



At a Shanghai Pudong Huamu primary school, students were drawing home evacuation map. A student brought gas leakage checklist home and read the checklist with her father.

## **SGS Program --- Product Safety**

**Risk areas:** Prevention of Chocks, Cuts, Burns and Poisonings

- Home is No.1 venue for injuries among children aged 0 to 14
- Product related injuries such as chocks, cuts, burns and poisonings are more and more reported in media.

**Project Objectives:**

- Reduce child injuries related to products.
- Being a leader of child product safety advisor and advocator in China.

**Major Activities/Achievements:**

- One public awareness event: A launch activity was conducted at a shopping mall of the Hongkou district. Officials from Hongkou Education Bureau joined to support the program. SGS volunteers and engineers presented demo to parents on how to test product safety.
- Kindergarten education:
  - A train-the-trainer to teachers: 58 kindergartens were reached.
  - Parental education: 20,000 parents reached. All the parents who participated in educational lectures increased their knowledge on product safety.
- Sponsor volunteer involvement
  - Interactive games with children and parents at the event.



- SGS engineers presented the demo on product safety test during the teacher training.



A grandmother was testing small items with a cylinder, which we distributed to families through the program. If a small item could be put into this cylinder, it could cause a choke if a child aged 3 and under put it into his mouth.

## Continental Program ----- Safe Driving

### **Risk Area:** Road Safety

- Youth aged 15 to 19 is No.1 age group among the deaths related to road injuries worldwide.
- Approximately 60,000 people die related to road injuries in China
- More and more young people in China are becoming car users

### **Project Objectives**

- To enhance road safety awareness and promote safe driving behavior among young drivers
- Encourage safe drive behavior among youth

### **Major Activities/Achievements:**

- **Launch event:**  
A launch event was conducted at Tongji University with media participation. The event achieved 25 news reports.
- **Train-the-trainer:** 5 trainings for volunteer leaders:  
Safe Kids staff trained 45 students in 3 cities from 5 universities as volunteer team leaders. They conducted activities in the universities.
- **Activities led by volunteer leaders**
  - 24 activities were conducted by 5 volunteer teams.
  - 19,732 students were reached by 5 teams.
- **Online promotion:**
  - 1,822,740 exposure impressions through weibo promotion of 36 posts from October to early December.
- **Multi-party endorsement and involvement**
  - Shanghai CDC collaboration: With Shanghai CDC support, 3 driver health check stations distributed program information cards to drivers. The

station also posted program posters. Around 39,000 drivers got informed about the program.

- Media collaboration: Collaborated with the Auto Fan magazine, a road safety activity was conducted at Guangzhou and Chengdu respectively. Over 620 members of the auto fan club participated. The Auto Fan is a leading car magazine in China, with circulation over 650,000.



*“Drink driving is usual at my hometown. My relatives often do so. In Nov. 2013, I participated in the “Youth Safe-Driving Program,” and I was a team leader of the program.*

*Now, I told my relatives and also my friends not to drive if they drink, and not to use phone while driving as well.*

**---LI Xianjin  
University of Shanghai**

## Celanese Program --- Home Safety Education to Migrant Children

**Risk Areas:** Poisoning and burn prevention at home

- Home is No.1 risk place of child injuries.
- Burns and poisonings are No.1 & No.2 injuries occurring at home for children aged 0 to 14.

**Project Objectives:**

- Raise awareness on home safety among migrant parents.
- Foster behavior changes among migrant parents for home safety for children, especially on the prevention of burns and poisonings.

**Major Activities/Achievements:**

- Train-the-trainer: 47 teacher were trained by Safe Kids China
- Lectures to parents: 91,972 parents got training by teachers
- Home visits: 45 home visits were conducted

**Volunteer involvement:**

There were 78 volunteers (person in times) involved in the following activities:

- Training to teachers and parents
- Interactive games with children
- Home visits



*"I know this hazard sign means poison. I won't touch things with such a sign."*

Pingping  
in a Zhangjiang kindergarten

## Qualcomm Program ---- Home safety tool kit to migrant families

**Risk Area:** Prevent Injuries at Home  
Near 50% of childhood injuries occur at home in China

### **Major Activities/Achievements:**

- Train-the-trainer: 204 teachers were trained how to use home safety tool kits
- Lectures to parents: 5,232 parents educated through teachers
- Tool kits: 2,000 kits were distributed to migrant families
- Home visits: 60 home visits were conducted



One parent got the home safety kit and was reading one of leaflets on looking for home risks with his daughter.

## Alcoa Program ---- Road Safety Education to Migrant Children

**Risk Area:** Injuries related to the traffic crashes  
Traffic crashes is No.2 cause of child deaths related to injuries among children aged 14 and under

### **Major Activities/Achievements:**

- Education to 1,300 children at YueYu Cai Primary School on pedestrian safety and bike safety
- A project launch ceremony and a community activity was done in December



## Volunteer Involvement

- Alcoa volunteer made education tool for children
- 50 Alcoa volunteers (person in times) joined in interactive activities on road safety for children



Children at Yueyu Cai Primary School at Suzhou enjoyed interactive games on road safety.

These games were especially developed for migrant children.

## In the News

In 2013, our events and programs for publicity and advocacy gained over 348 reports.

- Print paper coverage: 115
- Online clippings: 200
- TV reports: 28
- Radio reports: 5
- Social media impressions: 52,276,149; average monthly 4,356,345

**SAFE KIDS WORLDWIDE**  
全球儿童安全组织  
CCTV & SKC

从5月27日到6月1日，CCTV与SKC合作通过央视新闻微博与微信平台启动“微公益—六一特别行动”儿童安全。

每天一将推送一次。CCTV微博540万粉丝；微信平台有70多万用户。

CCTV 新闻台也同步播出

上海 全球儿童安全组织中国首席代表 崔民彦  
新闻直播间 这样就会引起割伤  
16:46 变” CCTV 穆尔西 3日深夜通过半岛

Collaboration with CCTV News Channel and News WeChat

## 2014 Ahead

- Strengthen Safe Kids leadership in child injury prevention in professional field by collaboration with China CDC, WHO and hospitals
- Highly raise the public awareness on injury prevention by creating more social-media based campaigns
- Encourage behavior changes through safety tool promotion

## APPENDIX:

### People Benefited and Involved in the 2013 Safe Kids Programs.

SPONSORS	PROGRAMS/ACTIVITIES	People Benefited	People Involved	
		Children/Parents/Family/ university students reached	Employee Involved (person in times)	Social volunteer or community people
<b>PROGRAMS</b>				
Johnson & Johnson	Medication Safety for Children	848,557	1418	6001
FedEx	Pedestrian Safety	403964	544	3775
Honeywell	Safe Kids @Home -Vacation Safety	873931	96	10
SGS	Product Safety	30,058	12	20
Continental	Youth Safe Driving	21257	7	20
Qualcomm	Safe Kids Gear Up	5,576	1	
Alcoa	Road Safety	150	50	
Celanese	Home Safety-Fire/Burn/Poisoning	92,017	78	47
<b>ACTIVITIES</b>				
Sinofi	Road safety & home safety	100	10	30
Liberty	Road safety	50	5	3
Ferria	Road Safety	2,000		10
Safe Community	<b>PROGRAMS</b>			
Yan Ji Community	Home safety	200		6
Jiangwan Community	Home safety, road traffic safety	2,197		6
Xinhua Community	Vacation safety, sports safety	822		8
Zhangjiang Community	Home safety	1,980		10
<b>TOTAL</b>		<b>2,282,859</b>	<b>2,221</b>	<b>10,720</b>

###