



Safe Kids China
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Safe Kids No Injury

From 2000 to 2009, the injury mortality among Chinese children decreased 28.5%, equivalent to saving the lives of nearly 29,000 children.*

2012 SAFE KIDS CAMPAIGN IN CHINA SAFE KIDS CHINA

EXECUTIVE SUMMARY:

In 2012, we reached over 2 million children and parents through school and kindergarten activities. In addition to this grassroots outreach, Safe Kids China's practices on child injury prevention achieved a strong impact among the public through CCTV, STV, HBTU and social media as well.

In 2012, nearly 9500 volunteers joined our activities, among them 2347 are corporate volunteers who conducted 204 activities in 59 cities; a 116% increase of last year.

What is new in 2012?

- **New risk areas:** Product Safety and Sports Safety
We had a new program on product safety sponsored by SGS and a school program on sports safety with collation of Xinhua Community
- **New audience:** Youth
We had a new program named "Be a Responsible Driver" for university students sponsored by the European Committee and Continental
- **New national data release:** a 10-year child injury trend in China
We released the 10 year-trend of child injury in China with the collaboration of China CDC. The report was highly covered by media. This project was sponsored by Johnson & Johnson
- **New sponsor programs**
 - SGS program on product safety
 - Continental program on youth safe driving
 - General Motor digital program on child passenger safety
 - Safe Community program on sports safety and home safety

* A 28.5% decrease, equivalent to saving 29,000 lives

Sponsored by Johnson & Johnson, Safe Kids China issued a report, entitled Safe Kids No Injury, on the 10-year trend of child injuries in China with China CDC on June 29, 2012.

The report shows that from 2000 to 2009, the injury mortality Among the Chinese children decrease from 24.7 per 1000 000 to 17.6 per 100 000 population (a 28.5% decrease).

This is equivalent to saving the lives of nearly 29,000 children.



MAJOR ACTIVITIES:

- **J&J program--- Safe Kids You & Me**

Risk areas: 5 top child injuries among children

The program was to call public's action on child injury prevention and gave behavior guide to parents as well as children for being away from child injury.

Major activities/achievements:

- **Survey:** National data on the 10-year child injury trend release and child behavior change observation survey
- **Safe Kids Month:** 104 activities in 33 cities, reaching around 14,350 families
- **Kindergarten education:** 5 cities, training to 650 teachers, reaching 1.05 million parents
- **Public advocacy event:** release the child injury report with Chin CDC, gaining over 61 reports
- **Volunteer involvement:** 1716 volunteers (person in time) in 33 cities



Behavior-oriented education

I won't play around the car

My daughter came home told me that they played "Litter Driver" game. She can't see any classmates behind the car. I asked her teacher what the game was. The teacher told me that children were learning not to play around the car, especially behind the car.

One day, at a parking, my daughter saw her friend standing behind a car. She told him not to stand behind the car as a driver won't see him. I'm so proud of her and realized that she did learn about the risks around the car.

Zhao Jin, a mom of a 4-year-old child

- **FedEx program --- Safe Kids *Walk This Way***

Risk area: Pedestrian injuries

The program was aimed to reduce child pedestrian injuries through survey, education, environment modification and advocacy.

Major activities/achievements:

- **Survey:** school zone road traffic safety improvement through multi-interventions, focusing on environment modification
- **School education:** 393, 596 students in 10 cities
- **Walk This Way month:** 98 activities in 59 cities (86 activities from FedEx Family day and 12 activities from in-school activities)
- **Public advocacy event:** 4 events: a new city launch event in Chongqing; the 2nd Decade of Action Day Event in Beijing, Favorite Crossing Guard Awarding Ceremony in Shanghai and the WTW school event with China Badminton team in Shanghai. All these events generated 19 reports.
- **Volunteer involvement:** 485 person in time in 59 cities

School-zone safety project

Our school gate is facing a busy road. There are many cars, bikes and motors when school is on and off.

Now family cars are parked in a line on the one side of the road, while bikes and motors are on the other side of the road after we joined in the Model School Zone project. Thanks to this project. Parents are very happy of this change, too.



——Gu Baoying, a teacher of Shanghai Huamu Zhongxin Primary School

- **Honeywell ---Vacation Safety ----Safe Kids @ Home**

Risk areas: Gas leak prevention

A program before winter vacation was calling for action on gas safety check for gas leakage prevention through education in primary school, poster promotion and home visits in the community.

Major activities/achievements:

- **Survey:** gas safety check behavior evaluation through home visit in Shanghai
- **Students reached:** 252, 591 students in 4 cities while e-curriculum website got 20,772 unique visits at the program mini-site
- **Community collaboration:** 230,000 people reached by on posting gas safety educational poster at residential buildings in Shanghai
- **Public Advocacy:** a launch event in Beijing generated 79 reports
- **Volunteer Involvement(Gas Safety Month):** 58 volunteers involved in 6 activities in 6 cities



Gas Safety Month

As a Gas Safety Month volunteer, my colleagues and I came to my daughter's school in Beijing Yu Cai Primary School on Jan. 13, 2012. Students liked our interactive game on gas safety very much and they fulfilled the gas safety check card. After this activity, my daughter always asks me to shut down the gas power before leaving home or going to bed.

PAN Wei, Honeywell Beijing HPS Dept.

- **Driving Safety ---“Be a responsible youth driver”**

Risk area: Road Safety

A program aimed to training youths on safe driving through safe driving practices such as wearing goggles for experiencing drunk driving.

Major activities/achievements:

- **University students reached :** over 15,000 in 3 universities in Shanghai and Beijing; among which 7850 students practiced at least one of the activities
- **Students trained as volunteers:** 47
- **Activities held by volunteers:** 15
- **Public Advocacy:** 30 reports



Be a Responsible Driver

I got the driver license in 2009. Before the training, I sometimes drove after a drink as many people do so at my home town. In October, 2012, I participated in “Youth Safe-driving program,” and I was a team leader for promoting the program at our university.



Now, I don't drive if I drink and I also tell my friend how bad it will be if you drive after drink. I understand how important it is no drink while drive.

I am so glad that I joined the program training and had chance to share the safe-driving messages to others. I do want more people can join *Youth Safe-driving program*

LI Zhan
Beijing Youth Politics College

- **SGS ---Product Safety**

Risk areas: Injuries related to child products

The program was to education parents on safe products for children.

Major activities/achievements:

- **Kindergarten teacher training:** 60
- **Parents reached** through education: 20,000
- **Public advocacy:** 3000 video viewers
- **Volunteer involvement:** 30



Child Product Safety

The program launched a website and specially made a video on child toy safety, which had over 3000 viewers.

Child product safety topic is relative new in China. More and more parents are looking for information on child product safety.

- **Sports Safety**

Risk areas: Injuries related to sports or entertainments

The program includes education on concussion in the sports and environment improvement on risk areas at school

Major activities/achievements:

- **Students reached:** 1450, among them, 240 students experienced the concussion through interactive games with goggles.
- **Risk area modification:** 10 risk areas were improved at school such as sharp ends ...etc.

Entertainment and Sports Safety

After the experiential game with goggles, I know the signs of a concussion and what I should do if a concussion occurs –stop playing and tell an adult. I understand the importance of safety in the game as well.

Song Haoyuan 14 years old
Fudan Chuji Middle School



In 2012, our events and programs for publicity and advocacy gained over 232 reports.

- **Media collaboration:** 7 media, such as Enbaby, Parenting
- **Interviewed by TV or invited for the related columns:**
CCTV-1, CCTV-Focus; STV-Parenting Meeting; Hebei TV-- Safety
- **Social media impression (monthly):** 2 million, with 50,000 fans since last year.



CCTV-Focus Report interviewed Kate Carr, Present & CEO of SKW, and Monica Cui, Executive Director of SK China in August, 2012

2013 AHEAD:

- Strengthen Safe Kids leadership in child injury prevention in professional field such as more collaboration with China CDC and WHO and hospitals
- Highly raised the program awareness by creating more programs on social media
- Develop more users' friendly tools on injury prevention to educators as well as parents

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