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**SAFE
K:IDS**
WORLDWIDE
全球儿童安全组织

KEEP CHILDREN SAFE

2018 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 injury
through evidence-based global practice



OUR AWARD & PROGRAM IMPRESSION

SAFE KIDS WORLDWIDE

国际安全媒体奖

在400多作品中获得3项奖

在400多个作品42个国家中:

- 宣传片荣誉奖: 反手开车门
- 宣传片入围奖: 从第一次启程 到每一次
- 大型宣传活动: 从第一次启动 到每一次

SAFE KIDS WORLDWIDE

社交媒体影响力

#远离儿童伤害#话题: 4.1亿阅读

- #远离儿童伤害# 与头条合作, 获得4.1亿阅读, 4.1万讨论
- 二条话题成为微博热搜; 24小时内阅读量达到: 2000多万次
- 微博公益指数排行榜: 国际机构名列前三 (10月—12月)

SAFE KIDS WORLDWIDE

开发课程被广泛使用

教师培训课程/学生安全课程

《道路交通安全课程 (小学与初中版)》
成为世界银行与中疾控慢病中心
道路交通安全教育项目课程用书

《校园安全与安全教育》
进入“上海市市级共享课程”
成为教师培训课程

SAFE KIDS WORLDWIDE

儿童乘客安全认证技术师

儿童乘客安全课程入孕妇学校课程

儿童乘客安全认证师与指导站
新增25名技术师—全国39位
指导站—全国13个

儿童乘客安全
纳入妇幼保健院孕妇学校课程
技术师深入妇幼保健院



The 2018 was the year that we expanded our outreach and enhance the program impact through multi-sector collaboration, especially with the government related agencies. These achievements are:

- Child passenger safety promotion worked more closely with decision maker influencers with international communications. While Child passenger safety technician program achieved with more car seat check activities were held.
- We issue a report on Teens Distracted Walk in Three Cities
- Safety education with the developed curriculum were into 4500 schools and kindergartens:
 - Curriculum of the Road Safety for primary school was accepted in the program with China CDC to be introduced to the primary schools of 4 provinces.
 - The Safe Kids Safe Ride program covered reached 2000 kindergartens in Guangzhou with the collaboration of the Guangzhou Women and Children Medical Center.
 - The magic box of road safety was used by “Road Safety Promoters” in Shanghai through the collaboration of Shanghai Police. The magic box with educational curriculum of 5 topics and tools on road safety, fire & burn prevention, poison prevention, home safety and vision care to schools through Shanghai Xian Juvenile Protection Office
- School zone improvement was successfully done through the collaboration of Guangzhou CDC.

Injury prevention requires multi-section working together. We are happy to have opportunities to work with the local government and other agencies to have the programs well achieving the objectives. Thanks to all the collaborators’ support and to all the sponsors!

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

Safe Kids China
2019.1.31



2018 KEY ACHIEVEMENTS



- Law advocacy on child restraint in Shanghai traffic rules through fostering national and international communications



- 1 survey was issued on teens walking safety in three cities of China
- 1 survey on child passenger safety presented at the international conference of the 2018 Safety Conference held by World Health Organization in Thailand



- 863,000 million children, parents and youths were reached through 13 programs.



- 4,500+ kindergartens, 2000+ schools and 5 hospitals got Safe Kids curriculums or educational materials in 35 cities.
- 1 school zone improvement



- 2,596 volunteers joined in our activities. They were corporate employees, police, doctors and community staff.



- 76 million viewership of social media.
- 1.6 million playbacks of PSAs and short videos at social media
- 1 CCTV interview & 350 media reports tracked.



The 6th International Safety Media Awards at the 2018 Safety organized by WHO

- 1 video awarded as Honorable mention
- 1 video awarded as final list
- 1 campaign awarded as final list



PROGRAM SUMMARY

Medication Safety for Children sponsored by Johnson & Johnson

This is the fifth year of the medication safety for children program. The highlight of this year is that volunteers brought prevention tools into large number of hospitals all over the country. Hospitals promoted knowledge with these tools to patients themselves. The tools were very welcomed by doctors

KEY FACTS OF THE PROGRAM:

RISK AREAS:

- Poisonings related to medicines among children

OBJECTIVES:

- To understand the poisonings related to medication through hospital data collection.
- To raise the awareness on medication safety for children and encourage behavior change among all the family members through prevention tools

NUMBER OF BENEFICIARIES:

- 46,000 parents and children in 40 cities directly educated

NUMBER OF VOLUNTEERS:

- 38 volunteers from Johnson & Johnson
- 146 hospitals involved

MAJOR ACTIVITIES:

1. Education given by hospital
146 hospitals got the teaching tools and hold activities, such as lectures and face-to face consultation.
2. 46,000 parents and children in 40 cities directly got prevent tools

STORIES FROM BENEFICIARIES:



With the tools of medication safety for children created by Safe Kids China, 124 hospitals nationwide used it for education. On May 29, Beijing Shunyi Women's and Children's Hospital held an interactivity activity with pediatricians, nurses and other health staff joined together for children and parents in the hospital.

Pediatrician and nurses gave education through video, consultation, posters and also child friendly tools such as coloring papers as well.



ADHD Lectures for parents

This was the first year of ADHD lectures for parents. The program got breakthrough gaining support of Shanghai Hongkou District Bureau of Education, Guangzhou CDC and involving more doctors with the collaboration with pediatric hospitals.

KEY FACTS OF THE PROGRAM:

RISK AREAS:

- Neurodevelopment and behavior disorders among children

OBJECTIVES:

- To raise the awareness of care-givers on attention deficit and hyperactivity disorder (ADHD) and establish an correct understanding of ADHD

NUMBER OF BENEFICIARIES:

- 1,830 parents and 30 teachers in 4 cities attended lectures delivered by doctors

MAJOR ACTIVITIES:

3. Lectures and promotions at primary schools
- 13 themed-lectures were delivered by leading doctors in ADHD treatment: 9 in Shanghai, 2 in Guangzhou, 1 in Suzhou and 1 in Nanjing.
 - Lectures were conducted among 1830 parents and 30 teachers.



STORIES FROM BENEFICIARIES:

Teacher Xu, Fengzhen Road No.1 Primary School

She told us: "ADHD lectures for parents and teachers helped them have a better understanding of this common disease and doctors also provided us with precious advice on how to help these children at school and home".

SAFE KIDS WALK THIS WAY sponsored by FedEx

The 2018 was the program had made strong impact on teens distraction promotion which gained opportunities of multi-sectional supports such as local police, local community and local CDC as well. These multi-sectional supports helped enhanced the impact of the program among the public such as:

- The announcement of suvey results on teens with the Shanghai CDC support gained 14 clippings and 1,589,748,547 viewership.
- A school zone modifacaiton was achieved in Guanzhao, which benefits around 1000 kids of one kindergarten and one school



KEY FACTS OF THE PROGRAM:

RISK AREAS:

- Injuries related to road traffic crashes injury during walking among primary school, middle and high school students
-

OBJECTIVES:

- To enhance awareness and safe behaviors among children and teens on walking safety so as to reduce road traffic injury
-

NUMBER OF BENEFICIARIES:

- 304,167 primary school, middle and high school students of 697 schools in 35 cities
-

NUMBER OF VOLUNTEERS:

- 86 volunteers
-

MAJOR ACTIVITIES

1 Survey:

- Report on Distracted Walking Among Teens in Three Cities: Beijing, Shanghai, Guangzhou. The survey included observation, questionnaires and focus group. 2,984 middle school students in 24 schools in Beijing, Shanghai and Guangzhou were involved.
 - Survey result release of “Report on Distracted Walking Among Teens in Three Cities” gained 14 reports with 1,589,748,547 circulation and viewership.
-

2 School Education

- The education was done by school teachers. Safe Kids distributed the curriculum to teachers and also posted curriculum on-line ([safekidschina.org/teaching center](http://safekidschina.org/teaching_center)).
 - 204,167 students reached
-

3 School zone improvement

One school zone improvement was implemented in Guangzhou Panyu District Caohe Primary School with environment modifications such as a speed bump and a relocated crossing. It was with a collaboration of multi-sectors of Panyu District Shiqiao community.

4 Volunteer activities

- 30 volunteer took Pedestrian Safety PSA videos calling for “Waiting for children at crossings”
 - 55 FedEx volunteers self-organized in-school educational activities, reaching 1304 children
-

5. Pedestrian Safety public promotion

- Pedestrian Safety PSA themed “Waiting for children at crossings” release event was released through social media, gained over 270,237 viewership
-





STORIES FROM BENEFICIARIES:

FedEx Xiamen Volunteer Team

FedEx volunteers in Xiamen organized over 5 in-school activists in FY18 and FY19 (up to now), their volunteer activities were highly recommended by local education authorities to local schools and more schools have invited them to have Walk this Walk in school education in next spring semester in 2019.

They told us they started Walk this Way volunteer work in

2008 and 2018 is their 10th anniversary.



SAFE KIDS @ HOME sponsored by Honeywell

The 2018 was the 14th year of the program. It made a significant growth and gained the recognitions.

- With the support of the Communist Youth League of Linyi, the project entered three districts of Linyi for the first time. About 15,000 students of 43 schools reached.
- Honeywell, Safe Kids China and Nanjing Guanghua East Street Primary School built a safety education demo classroom in Nanjing Guanghua East Street Primary School, which is the second safety education demo classroom build by Honeywell and Safe Kids China through Safe Kids @ Home program.
- Honeywell was awarded for Corporate Social Responsibility Excellence, and Safe Kids Worldwide (China) as CSR Partner by Nanjing Qinhuai District CDC for the contributions in the field of child injury.

KEY FACTS OF THE PROGRAM:

RISK AREAS:

- Injuries related to children during winter vacation at home, focusing on three key elements: indoor air quality, no gas leakage and fire safety.

OBJECTIVES:

- To enhance awareness and safe behaviors for children during winter vacation at home so as to reduce related deaths and injuries.

NUMBER OF BENEFICIARIES:

- 375,643 primary school students in 1403 cities

NUMBER OF VOLUNTEERS:

- 137 Honeywell volunteers

MAJOR ACTIVITIES:

1. Education

- School education through primary teachers, reaching 375,643 students
- School education through volunteers, reaching 15 schools and 2066 students



2. Promotion and Public Awareness

- The kick-off ceremony with media involvement to promote the safety messages to the public gained 144 reports
- 15 messages were posted on the WeChat to promote the program, gaining 340,116 viewership in 3 months



STORIES FROM BENEFICIARIES:

● **HONG Zhirong, 11 years old Xietazi primary school in Chongqing**

Hello, I am Xu lei (Charlene) from the HR department of Honeywell SPS Suzhou.

I carried out this activity in a kindergarten, in which the children are looking forward to our arrival. What I want to share with you

today is a small episode in the activity.

After the activity, I met a children on my way home. He was holding the student card, and he was so happy to tell me that he went to ask the teacher for the student card. He wanted to take it home and have a family safety inspection with his parents.

Perhaps one of the knowledge today may be helpful to a child at some point in his or her life, which make me feel really gratified as a volunteer. I hope I can participate in such meaningful activities in the future.

SAFE KIDS SAFE RIDE sponsored by General Motors

The 2018 was the year that Safe Kids Safe Ride well collaborated with government agencies, which not only enhanced program impact, but also recognized with partnership award on safe outing promotion with Shanghai Police.

KEY FACTS OF THE PROGRAM:

RISK AREAS:

- Injuries related to child passengers.

OBJECTIVES:

- To enhance awareness on child safety with in-and-around the car safety and skills on correct usage of car seat

NUMBER OF BENEFICIARIES:

- 107,046 parents and children in 11 cities
- 2,547 kindergarten and communities

NUMBER OF VOLUNTEERS:

- 19 volunteers were trained by Safe Kids China
- 25 volunteer person-in-time participated in 7 kindergarten and community activities

KEY ACTIVITIES:

1. Kick-off Ceremony:



- The kick-off ceremony held in October, involving Guangzhou women and children medical center, 30 kindergartens, 130 teachers. With the support of Guangzhou Women and Children Medical's Center, the program covered near 2,000 kindergartens in Guangzhou, which means covering almost all the kindergartens in Guangzhou.
- 22 reports was generated
- 16 "Safe Kids Safe Ride" magic boxes donated to the Shanghai police on the national road safety day event (December 2), child passenger safety messages was delivered to children and parents through road safety promoter of 16 districts of Shanghai

2. Education:

- 130 teachers and 19 volunteers were trained by Safe Kids China
- 2,792 curriculum leaflets, 27,100 educational booklets, 7,500 coloring sheet to children and their parents in 3 cities
- 110 people download educational content through SK-Teaching Center and educated 42,162 parents and children
- 25 volunteer person-in-time participated in 7 kindergarten and community activities, 317 parents and children reached
- 6 car seat installation workshop in kindergarten and hospital, 470 children and parents reached, 23 car seats checked
- 5 CPST check in CPST month, 68 families reached, 20 car seats checked
- 4 education by SK speakers and 183 children reached

3. Program Promotion:

- 682,590 viewership through 14 post on social media
- The coloring works of the children was also promoted in SK WeChat with 4 posts, gaining 10772 people voted
- Safe Kids Safe Ride Program Received Best Social Contribution Award in the 2018 China CSR Education Award ceremony
- Open the car door with right hand video receives Honorable Mention Award in The Sixth International Safety Media Awards
- The survey on child passenger safety in Shanghai sponsored by GM was presented at the Safety 2018 Conference hosted by the World Health Organization

STORIES FROM BENEFICIARIES:



Richard Zhao, GM volunteer

The year of 2018 is the third time for me to participate in the volunteer activity of the Safe Kids Safe Ride. Although I am busy with my work, I try to participate in it every year. I am an automobile practitioner, a driver and a father of two. I know very well the harm of traffic accidents to individuals, families and especially children's physical and psychological

health. I hope this kind of safe education activities will be held in more and more cities and kindergartens in China.



Jaffen Zhan, GM volunteer

Safe Kids Safe Ride activity is interesting and vivid. This activity conveys important knowledge about car in-and-out safety and child passenger safety to children, which is extremely meaningful and valuable!



Magic box in kindergarten and primary school

In December, the national traffic civilization publicity group carried out the traffic safety activities in kindergarten by using the “Safe Kids Safe Ride” magic box, sponsored by GM. The magic box contains teaching curriculum and interactive teaching tools on child passenger safety. With these educational tools, child passenger safety message was delivered to children and their parents. The feedback from the Police is that the “Magic Box” is very good and helpful for those promoters.

Child Passenger Safety Law Advocacy Program sponsored by GRSP

Starting from 2017, Safe Kids China started a program on advocacy on child passenger safety law sponsored by Global Road Safety Partnership in Shanghai. The program included seminars with law influencers, public campaign and targeted audience education.

KEY FACTS OF THE PROGRAM:

RISK AREAS:

- Low awareness of the importance of Child restraints
- Lack of effective enforcement and Implementation of the child restraints law
- Lack of the professionals to instruct the public

OBJECTIVES:

- To raise the public awareness and support to the law of the Shanghai new traffic rule on child restraint usage among the public and calling for action on abiding the rule by the correct usage by the end of the project
- To advocate the enforcement of the new rule among decision making influencers through holding high-level seminars

NUMBER OF BENEFICIARIES:

- 1310 pregnant and parents directly educated

KEY ACTIVITIES:

1. A small seminar
A small seminar with 10 peoples from Safe Kids, related parties and opinion leaders was held. Messages to the decision-makers were discussed and updated documents for the presentation to the decision makers.
2. An international forum An International Forum on Child Restraint Laws and Child Restraint Needs in Vehicles
 - On May 10th 2018, co-hosted by Safe Kids China, Tongji University, VIP Lab of Road Traffic Safety of Ministry of the Public Security, Traffic Safety Committee of Shanghai Institute of Traffic Engineering, an



international forum on child restraint laws and child restraint needs in vehicles was successfully held in Tongji University.

- The forum well delivered messages on the best law for child passenger safety should include age, weight and height. The law enforcement needs to have penalty. Police and doctors, each could have a role to work on child passenger safety. The hospital practice sharing gave out the messages that hospital in China could do a lot to influence parent on child passenger safety.
 - Around 60 participants were from nationwide and from different sectors, CDC, education, road traffic management, school and universities, hospitals and NGOs as well.
 - More than 10 media reports on the forum and key messages of the forum were picked in the reports, such as in the report from Peng Bai media. Report on Safe Kids China Weibo gained over 110,000 readerships.
3. Child passenger safety technician Training
- Aiming to foster more professional child passenger safety technician, a child passenger safety technician training was held in Sept at Songjiang CDC. Police, staff from CDC, hospital, community, university and enterprise were engaged in the training.
 - 10 people were qualified as CPST.
4. Regular car seat promotion and check event
- Safe Kids China made it a rule to give a lecture to pregnant safety monthly in Pudong maternal hospital with the support of Pudong maternal hospital.
 - 10 lectures have been given, benefiting about 300 pregnant .10 cars have been checked.
5. Social media promotion and reports
- 868,748 viewership gained through social media
 - 337,000 impact through PSA video
 - 101 reports and messages posted

STORIES FROM BENEFICIARIES:



After my wife got pregnant, I bought a car seat but I just put it aside because I don't know how to use it. I am happy to learn knowledge from the lecture. Under children passenger safety technicians' help, I installed car seat on my own. It is really a great opportunity for him to both grasp knowledge and practice by himself as well. I believed there must be plenty of parents have same problems.

CPST training sponsored by IMMI(Wuxi)

With support of IMMI, we worked on child passenger safety. The program included a CPST training and CPST check station launch in Wuxi.

KEY FACTS OF THE PROGRAM:

RISK AREAS:

- Injuries related to child passengers

OBJECTIVES:



- Promote CPST program in China
- Build a platform in China for the CPST program with a board from related parties

NUMBER OF BENEFICIARIES:

- 20 media reports
- 11 CPST trainers
- 3 CPST check station

KEY ACTIVITIES

1. CPST training
 - 4 days CPST training provided by Safe Kids China
 - 11 CPST trainers from IMMI (Wuxi), Jiang Su Maternal Hospital, Wuxi CDC, road traffic management and WHO.
2. CPST check station launch
 - 3 CPST check stations in JiangSu province, IMMI (Wuxi), JiangShu Maternal Hospital & Wuxi CDC
 - 20 reports includes 6 National Media such as Xinhua News, China News; 6 National and provincial Media, such as Sohu and Sina; 10 local media and 4 local government official website
 - 6 families came to the CPST checkup event



STORIES FROM BENEFICIARIES:

Mrs Li, 3 years old child's mum

Mrs Li and her son came to the CPST check up event. She said she knew it was good to have car seat but she didn't realise that it was very necessary to have it until she heard from the professional CPST. She thanked to the CPST, she said the CPST gave her lots of suggestions and help her check if the car seat installation was correct or not.

Home Laundry Safety for Children sponsored by P&G

This is the second year that we partnered with P&G on child laundry safety to the public. We promoted a laundry safety booklet and video on social media.

KEY FACTS OF THE PROGRAM:

RISK AREAS:

- Poisonings related to laundry products among children

OBJECTIVES:

- To raise the awareness on laundry products safety for children
- Encourage behavior change among all the family members,

NUMBER OF BENEFICIARIES:

- 215811 viewership on laundry safety booklet on social media
- 363140 viewership on laundry safety video on social media

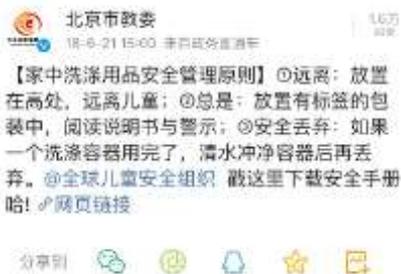


MAJOR ACTIVITIES:

- Promotion and Public Awareness
 - Laundry safety booklet gains 31 media reports
 - Laundry safety video were posted on the Weibo to promote, gaining 103000 playbacks
 - 8 messages were posted on the WeChat and Weibo to promote the program, gaining 578951 viewership

STORIES FROM BENEFICIARIES:

Beijing municipal education commission



Beijing municipal education commission forwarded the laundry safety booklet on their official Weibo account and it gain 16000 viewership. It showed three ways to keep children safe: 1. Store laundry products out of children's reach and sight. 2. Always read the label and warning on the laundry products before use. 3. Dispose the empty laundry product containers carefully.

Programs initiated by Safe Kids China

1. Child Passenger Safety Technician(CPST) Training

Since 2004 when the Child Passenger Safety Technician Training was introduced in China, Safe Kids China has held training for 8 times, involving 83 people. Among them, 78 are child Passenger Safety Technician, 5 are Child Passenger Safety Advocator. They come from 17 cities. Safe Kids China has already set up 13 CPST check station in 6 cities, among which 7 are in Shanghai.

Safe Kids China initiated "CPST Action Month" every November from 2015. Now it is the third year. This year, 15 CPSTs from 6 cities have conducted 18 activities, directly reaching 623 people.

KEY FACTS OF THE PROGRAM:

RISK AREAS:

- Injuries related to children passenger

OBJECTIVES:

- To foster professional CPST to meet the huge needs
- To enhance awareness on the importance of the use and correct installation of child restraints
- To help public to install the child restraint correctly

NUMBER OF BENEFICIARIES:

- 623 people educated
- 55 family car with car seat checked

NUMBER OF VOLUNTEERS:

- 15 CPSTs

KEY ACTIVITIES:



1. CPST Live Broadcast

- On Dec 2, CPST from Safe Kids China made a live broadcast through JingDong and Tianmao

2. CPST training

- One is in Wuxi in Apr. 16 are certificated
- One is held in Sept in Shanghai. 10 people are certificated

3. CPST in Action Month

- 15 CPSTs from 6 cities have conducted 18 activities, directly reaching 623 people. 55 car seat were checked.
- They promoted knowledge in kindergarten, hospital, community, shopping mall and etc.

4. 1000 Leaflets were distributed to public

5. Social Media

It generated 15 media report totally.



STORIES FROM BENEFICIARIES:

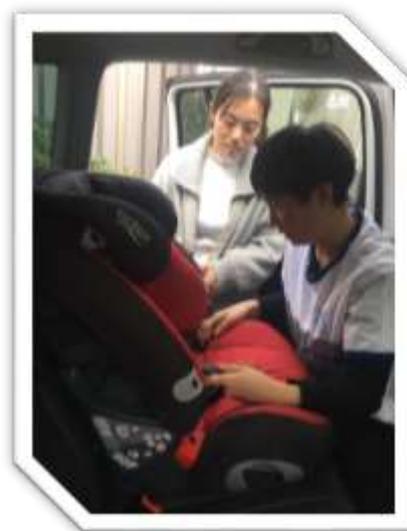
Li, Yingshuai, CPST from Nanjing Industry University

With the check event, many parents from community strongly realized the importance of use of car seat. Besides this, they learnt the solution to the problem which arise when they fix car seat. Through this kind of activities, I think it very meaningful to serve the community with my professional skills. As a CPST, I hope to make knowledge promotion in more communities, benefiting more parents.

Pan, Liqin, CPST from Songjiang Martenal Hospital

During the CPST month, I held several activities in Martenal Hospital, kindergartens. At the gate of the kindergarten, I found that there is no car with car seat, which shocked me a lot. Parents' good driving skills that accident won't happen.

But to my relief, parents' attitudes began to change after the lectures, they began to realize that they should use car seat though they don't know how to fix it correctly. There is a long way to go.



2. Safe Kids Certified Speakers

Safe Kids Certified Speakers Training has been held for 3 years, during which about 100 people from 15 cities has been certified as a Safe Kids Speaker. They are dedicated to promotion of safety knowledge and behavior in school, communities and public places not only in metropolitans but also in second and third-tier cities, benefiting ten thousands of children and adults.

KEY FACTS OF THE PROGRAM:



RISK AREAS:

- Injuries related to children

OBJECTIVES:

- To enhance public's awareness on child injury through training, interactive teaching actives and other kinds of promotion
- To promote safety knowledge and behavior to children with interactive teaching tools

NUMBER OF BENEFICIARIES:

- 30 Safe Kids Certified Speakers were certified
- 5992 adults and children at different ages educated and trained

NUMBER OF VOLUNTEERS:

- 17 Safe Kids Certified Speakers in 15 cities

KEY ACTIVITIES:

4. Training and Certification

Two training courses were held in July and December in Shanghai as planned. All together 30 people were certified as a Safe Kids Certified Speaker. They came from kindergartens, community service centers, hospitals, non-profit organization, and enterprises.

5. Education:

- 41 activities were conducted, including training, lectures, in-school activities and in-community activities
- 17 Safe Kids Certified Speakers were involved.
- Besides metropolitans such as Shanghai, Beijing, Safe Kids Certified Speakers came into second and third-tier cities such as Dongguan, Shijiazhuang, Changzhou , Foshan

6. Program Promotion:

- Promotion through Weibo and WeChat, gained 94,760 viewership.

STORIES FROM BENEFICIARIES:

Zhu Gaowei, Shanghai, 4th Safe Kids Certified Speakers,



I have been engaging in the safety management for years. I have deeply understood the complicate situation and emergency and importance of this aspect. After finishing the training, I began to seek various resources and made use of them to conduct children safety training.

As a speaker , despite the limited resources, we should make full use of the channel available such library , school to conduct regular specific lectures on safety , which teach students to how to distinguish and avoid the risk

nearby ,thus preventing the accidental injury.

On the base of proof-based theory, I improve my teaching method and add more interactive activities. Through creative activities, children and parents' awareness has been enforced.



3. The 5-min hands-only CPR learning program sponsored by Shanghai Jing 'an district Association for Science and Technology

The 5 mins learn hands-only CPR program started in October, 2017. The program was collaborated with Shanghai Children's Medical Center and Metro Line 6, sponsored by Shanghai Jing 'an district Association for Science and Technology.

RISK AREAS:

- Injuries related to drowning

OBJECTIVES:

- To raise the awareness of CPR and to encourage learning CPR in public

NUMBER OF BENEFICIARIES:

- 1000 citizens learned and practiced

NUMBER OF VOLUNTEERS:

- 10 volunteers

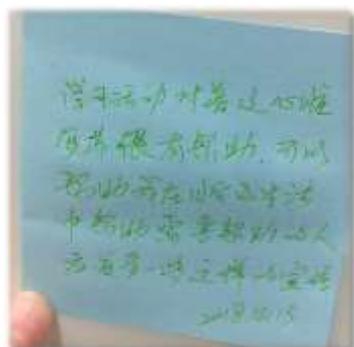
MEDIA RPORTS:

- 10 report were generated
- 9,040,000 video playbacks
- 1,150,000 viewership with 1,000 comments

ACTIVITIES:

1. On-site instruction activities
 - 12 on-site instruction activities
 - Over 1000 citizens reached
 - Radio live 990 reports
 - 2 classes of grade 5 students learnt in summer holiday
 - 100% citizens thought this learning was very useful
 - 94.89% citizens thought they master this skills
 - 79.55% citizens said they would do hands-only CPR when necessary
2. Annual summary meeting
 - An annual summary meeting launched at Shanghai children's medical center. Next year we will join hands with more youth league members, as well as the Shanghai hotline to continue this project and more and more members will join this activity.

STORIES FROM BENEFICIARIES:



Citizen wrote on the message board after learning:

"This activity is very helpful to popularize cardiopulmonary resuscitation skills. It can help me help people in need in the future life. "Benefit a lot, hope to do more of these activities"



4. Magic Box on Child Safety Education to School, sponsored by Shanghai Jing 'an district Association for Science and Technology

Shanghai Jing 'an district Association for Science and Technology, Jing 'a district juvenile protection committee office and Safe Kids China jointly hosted the "child safety education magic box into school" activity.

KEY FACTS OF THE PROGRAM:

RISK AREAS:

- Injuries related to child injury prevention education

OBJECTIVES:

- To enhance awareness on how to protect eye sight and have good reading behavior

NUMBER OF BENEFICIARIES:

- Over 100 grade 4 students joined traffic safety demonstration course
- 10 child safety education magic box to 10 primary schools in Jing'an district
- Child injury prevention education curriculum for primary schools in Jing 'an district

KEY ACTIVITIES:

6. "Children safety education magic box into school" activity launched in Hua Ling school hosted by Shanghai Jing 'an district Association for Science and Technology, Jing 'an district juvenile protection committee office and Safe Kids China. Teacher representatives from 10 primary schools in Jing 'an district were given "children safety education magic box" and participated in the traffic safety demonstration course with over 100 grade 4 students in Hualing school. 3 media reports were generated.

STORIES FROM BENEFICIARIES:



Student Wang, grade 4 student

Wang was one of the grade 4 student in Hua Ling School and he joined the traffic safety demonstration course. He had opportunities to participate the second part which was how to cross the road between two parked cars. He said this traffic safety course was very fun and interesting. Through these activities, it help him learn more about traffic safety.

5. ROAD SAFTY PROMOTION

It was the third for Safe Kids China to held Run for Safety, a public promotion campaign on Road Safety, supported by Shanghai Police and Jing'an Science and Technology Association.

With the efforts and contributions on Shanghai Road Safety promotion, Safe Kids China was awarded by Shanghai Police as a Partner of Road Safety Promotion.





RISK AREAS:

- Injuries related to road safety

OBJECTIVES:

- To enhance awareness on road safety

NUMBER OF BENEFICIARIES:

- 10,000 people

NUMBER OF VOLUNTEERS:

- 180 volunteers

KEY ACTIVITIES:

1. RUN FOR ROAD SAFETY

In April, Safe Kids China held a public road safety campaign in Jing'an Sculpture Park, support by Shanghai Police and Jing'an Science and Technology Association. 180 volunteers from all walks of life went around the park to promote road safety by distributing road safety messages to over 1000 citizens in the park. The event generated 4 reports and 100,830 viewership.

Safe Kids China in Media

In 2018, Safe Kids China kept a high media exposure with high-profile media interviews and large impressions of social media;

- 76 million viewership of Sina Weibo, one post gained 20 million viewership within 24 hours becoming hot Searching message
- #Keep children away from injury# topic gained 0.41 billion viewership and 0.41 billion comments.
- 1.6 million+ of playbacks of PSAs and short videos at social media
- 350 media reports

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



#远离儿童伤害#
与头条合作，
获得**4.1亿**阅读，**4.1万**讨论



微头条 视频



jason阿强有办法

关注

住酒店，儿子说要洗澡，我给他放好一缸水，用手试了试觉得水温正好。

...全文

- 二条话题成为微博热搜：**24小时内**阅读量达到：**2000多万**次
- 微博公益指数排行榜：**国际机构**名列前三（10月—12月）



您**24小时内**有**2条**微博被热门推荐
共得到**2,605.19万**阅读

1 男生676分上清华，同学都没有他微信，看到手...

获得阅读数：**2,303.69万** 所属领域：**热门**

2 小学生穿“上万元”衣服去学校，被同学孤立，...

获得阅读数：**301.50万** 所属领域：**社会**



“儿童无伤害日”活动受到中新网等报道
受邀参与CCTV-14频道的节目



全球儿童安全组织(中国)等设立“儿童无伤害日”

中国新闻网

61万 319亿

浏览量 阅读量



无锡安全乘车，无锡有了专业指导站

近日，全球儿童安全组织在无锡启动了儿童乘车安全指导暨儿童乘车安全认证授牌指导站，我市成为继上海和深圳之后全国第三个设立儿童乘车安全专业指导的城市。

据悉，在我国，车辆儿童意外伤害死亡的主要原因之一。全球儿童安全组织的中国代表公布了一项数据，儿童使用专用的前向式安全座椅，可降低70%的受伤风险。去年在南京与宜兴部分县镇组织开展的一项调查显示，被调查家庭中儿童安全座椅拥有率已占到52%，然而有70%以上的家庭并不会正确使用儿童安全座椅，迫切需要专业指导。

无锡首批设立的四个指导站分别落户于市疾控中心和安全汽车安全零配件（无锡）有限公司。目前无锡共有来自市疾控中心、市妇幼保健院和市交通运输局单位的12名专业儿童乘车

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