

Safe Kids China
Preventing accidental injury



关爱儿童 远离伤害
儿童意外伤害预防的实践

儿童意外伤害预防 | 实践手册
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亲爱的读者：

全球儿童安全网络-中国以预防儿童意外伤害为使命，已在中国开展了十年的工作。意外伤害是中国1-14岁儿童主要死亡原因。

全球儿童安全网络(Safe Kids Worldwide)是全球唯一一个以预防14岁及以下儿童意外伤害为目标的非营利性组织，于1987年创立于美国华盛顿特区。20多年来，全球儿童安全网络促进美国14岁及以下儿童的意外伤害死亡率降低了45%。全球儿童安全网络-中国是全球儿童安全网络的成员。

全球儿童安全网络-中国把全球儿童安全网络有效的预防方法引进中国，并使这些方法更适合中国本地的情况。我们今天的预防工作已覆盖了百万的儿童和家长。我们以调研为基础，开展教育等干预措施，来提高人们的认知，从而促进行为改变，同时我们积极推进相关法规的制定和环境的改善。

在这里，与您分享我们的实践经验和体会，并真诚地希望听取您的宝贵意见。

感谢您的支持！

全球儿童安全网络-中国

2009年6月

June, 2009

Dear Friends,

Safe Kids China has been working for 10 years to prevent unintentional injury to our children in China. The unintentional childhood injury death is the leading cause of deaths among children ages 1 to 14.

Safe Kids China is a member of Safe Kids Worldwide, the first and only international non-profit organization dedicated solely to preventing unintentional childhood injury. Founded in Washington, DC in 1987, its work for 20 years has contributed to a 45 percent reduction in the child mortality rate from accidental injury in the USA.

Safe Kids China introduced the successful modal of Safe Kids Worldwide on injury prevention and tailor made it for the local needs. Our program today has reached millions of kids and parents. Researches and surveys have called for action among the nation and influenced the enactment of regulations and promoted environment improvement in communities.

Here we would like to share what we do.

Thank you for all of your efforts on behalf of children.

Safe Kids China

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儿童伤害 一个全球性的挑战

儿童伤害是一个全球性的挑战。2008年12月10日，世界卫生组织和联合国儿童基金会联合发布了《世界预防儿童伤害报告》。报告指出：每天有2000多名儿童死于非故意或意外伤害，世界各地每年有数以千万计受伤儿童就医，往往留下终生残疾。报告同时认为，如果在世界各地采用已证明行之有效的预防措施，每天至少可以挽救1000名儿童的生命。

报告进一步阐述道：伤害和暴力是全球儿童死亡的主要原因，每年超过90万的18岁以下的儿童和青年因此而死亡。意外伤害占这些伤害原因中的90%左右。除了死亡，每年非致死性伤害使数千万的儿童因此需要医疗救助，其中许多儿童留下了终身残疾^[1]。

伤害是全球儿童中引起死亡和残疾的主要原因，因此在全球范围预防儿童伤害对于儿童生存和改进全球儿童健康这一宏观的问题就显得尤为重要。伤害预防计划需要成为儿童健康整体策略中的一个重要的环节，卫生部担当主要角色。另外，伤害预防应是儿童生存整体规划指标中的一项^[1]。

伤害不是不可避免，而是可以预防或控制的^[2]。伤害预防是一个高性价比的公共卫生策略——干预的花费通常比伤害结果所导致的花费要低很多。在高收入国家已被证明的能降低儿童伤害的有效干预方法，如果能在全球范围内实施，那么，每天超过千余名儿童的生命就可能得以挽救^[1]。

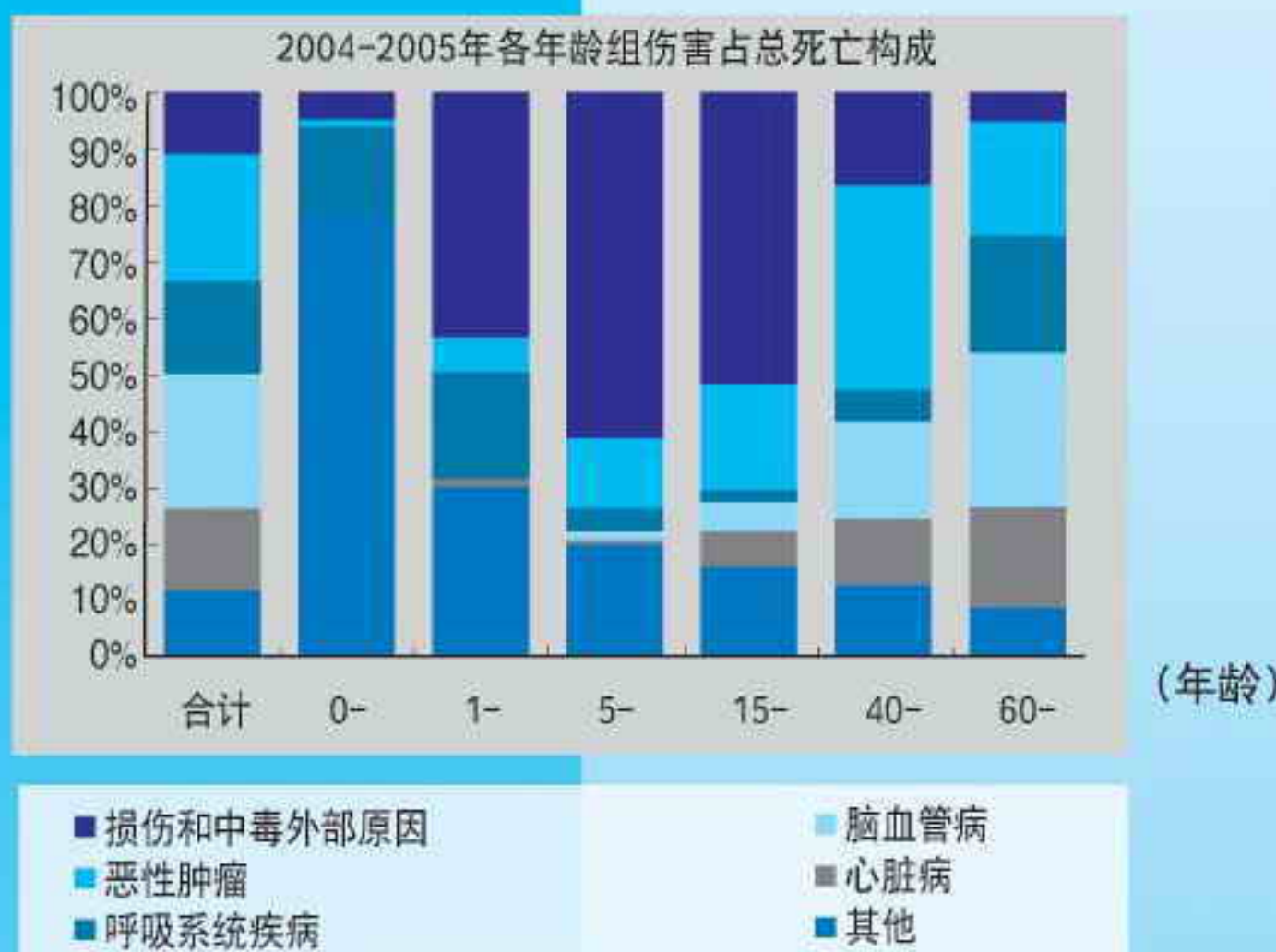
报告同时提到：2002年9月，联合国大会采纳了一系列的千年发展目标。第4项目标是：从1990年到2015年，将5岁以下儿童的死亡率降低2/3。联合国成员国承诺到2015年达成千年发展目标的所有8项目标。如果成员国不把伤害预防列入他们的工作规划中，到时将不能完成其中的第4项目标^[2]。

数据来源：[1]《世界预防儿童伤害报告》主要信息，世界卫生组织（WHO）2008年12月10日

[2]《世界预防儿童伤害报告》世界卫生组织（WHO）2008年12月10日



图1：伤害是儿童、青少年和劳动力人口的第一位死亡原因

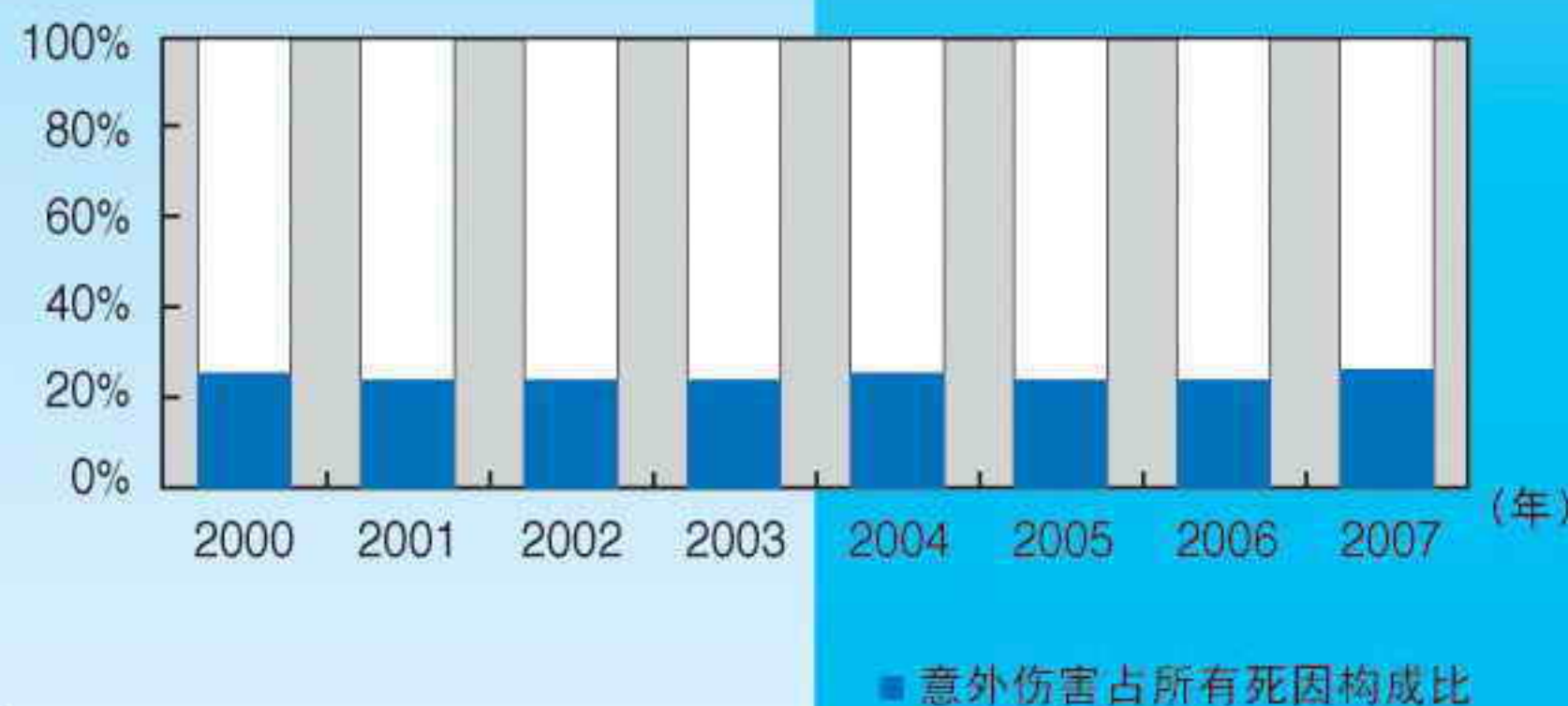


数据出处：《中国儿童伤害报告》，2008年11月，杨功焕，中国疾病预防控制中心

图2：2000年至2007年中国0-14岁儿童意外伤害死亡率趋势图



图3：儿童意外伤害占中国0-14岁儿童所有死因构成比



儿童伤害在中国

近十年来我国的研究表明，伤害在儿童死亡原因中占有重要的地位。我国1-14岁儿童中，意外伤害为其首要死亡原因。（图1）每年有近50,000万名14岁及以下儿童因意外伤害而死亡，即平均每天近150名。然而儿童伤害所致的死亡数只是伤害的冰山一角，在每一个因意外伤害而不幸逝去的小生命背后，是上百名因意外伤害而伤残的儿童。

卫生部于2007年8月10日公布了由卫生部疾病预防控制局、卫生部统计信息中心、中国疾病预防控制中心联合提交的《中国伤害预防报告》。报告指出，多年来，中国政府对伤害预防、救治及研究给予了高度重视，采取了一系列相应的对应措施，使伤害的增长得到一定程度的遏制。

一个由全球儿童安全网络-中国所做的中国儿童因意外伤害而死亡的监测项目，收集和分析了2000至2007年间，中国儿童因意外伤害死亡的情况。主要结果显示：

儿童意外伤害死亡率成平稳趋势，稳中有所下降：

- 2007年较2000年，中国儿童因意外伤害死亡率下降了6.6，相当于拯救了两万余名儿童的生命。（图2）

中国十年来居民生活条件的不断提高、教育的普及，特别是城市居民居住条件的明显改善，对此可能起到了积极的作用。

但是，我们面临的挑战是，意外伤害在儿童所有死因中所占的构成比保持稳定，即：

- 意外伤害仍是0-14岁儿童死亡的首位原因。
- 意外伤害在儿童所有死因所占的构成比为25%左右，在2000至2007年间呈平稳趋势。（图3）

同时，通过对意外伤害原因构成的分析，我们发现，2007年较2000年：

- 意外伤害的前6位原因保持稳定，顺位依次为：溺水、道路交通事故、意外机械性窒息、意外中毒、意外跌落和火灾。
- 意外机械性窒息和意外跌落所占意外伤害原因构成比有上升趋势，上升比例分别为3%和0.3%，需要引起重视。

数据来源：《2000-2007年中国卫生部统计年鉴》，中国协和医科大学出版社

《2000-2007年中国人口统计年鉴》，中国统计出版社

《中国伤害预防报告》指出：伤害和其他疾病一样是可以被认识、预防 and 控制的。全球范围内，经证实对儿童伤害预防有效的干预措施包括：儿童佩戴适宜的安全带和头盔、设计儿童无法打开或使用的药瓶、浴缸和水桶不留过多的水等。多年来，中国政府也采取了一些有效的干预措施，如：佩戴摩托车头盔和使用安全带，将游泳纳入学校课程等。我们相信通过多部门的积极参与和共同努力，逐年降低儿童伤害的目标是可以达到的。

全球儿童安全网络

消除全球儿童意外伤害

全球儿童安全网络(Safe Kids Worldwide)是国际上第一个,也是唯一一个以预防儿童意外伤害为其唯一目标的非营利性组织,于1987年由美国国立儿童医学中心在华盛顿特区成立。其创建支持者为美国强生公司。

全球儿童安全网络致力于通过态度、行为、法规和环境的变化来预防儿童意外伤害的发生。它依靠全球17个成员国当地组织的支持来实现全球性的伤害预防专业培训和实施伤害预防项目,并达成目标。这一努力为多国所取得的成效作出了贡献:在加拿大,七年间降低了儿童意外伤害的死亡率37%;在德国,自1980年来,儿童意外伤害的死亡率降低了80%;在奥地利,1983-2003年间儿童意外伤害的死亡率减低了75%;在美国,1987年至今,儿童意外伤害的死亡率降低了45%。

我们的解决方法:全球儿童安全网络伤害预防策略6E

没有一种单一的策略或方法是可以有效地预防各种儿童意外伤害的。因此,全球儿童安全网络结合多元的因素来设计减低伤害的项目:教育成人和儿童、创造安全的环境、进行调查研究和倡导有效的法规。这是一个多元而广泛的推动机制,即为6E的预防策略:

教育(Education):教育家长、看护者、儿童、保健人员、政策制定者及其他的相关人群,改变他们的认知、态度和行为。如:

- 参与健康和安全教育展示活动。
- 检查安全座椅。
- 举行骑车竞赛活动。
- 给家长和看护者进行安全讲课。
- 参与媒体的专访。
- 发放宣传手册、单页、海报、录像等。

技术和环境的改进(Engineering and environmental modification):

推进生活环境的改善、影响和推进安全产品的设计、开发和生产。

- 骑车者道路的设置:在社区道路上,给儿童提供一个可选择的骑车道路。
- 保证儿童娱乐场地的地面安全,当儿童跌落时能起到保护儿童的作用。
- 改进运动场地,如跑道安全、溜冰场安全、球类场地安全等。
- 与生产商合作,通过改进设计和正确安装来提高儿童安全座椅的安全性。

图4:协作团队数量与儿童意外伤害死亡率的相关性



制定和加强法规(Enactment and enforcement):通过加强法律的颁布和强化法规,制定自愿的标准和指导来影响伤害的预防。

- 修改儿童安全座椅的法规,包括儿童增高垫座椅和其他规定。
- 宣传泳池和温泉四周要有围栏。
- 在美国消费者产品委员会证实儿童洗澡凳对幼儿的危险。
- 给国家高速公路安全管理局写信关于儿童安全座椅注册的规定。

评估(Evaluation):伤害调研、数据收集和监测以及对项目、产品有效性的评估。

- 通过小组讨论和在线调研来评估与安全有关的认知、态度和自我报告的行为。
- 记录发放教育资料的数量,参与教育活动的家庭数,以及媒体对活动的报道数量。
- 评估关于烟雾警报器法令的加强是否促进了更多的家庭去安装烟雾警报器。
- 评估儿童乘车者安全法令的加强是否促进了儿童交通相关伤害的降低。

经济支持(Economic incentives):通过降低费用和与安全设备的生产商合作来降低价格从而促进安全设备在家庭中的使用。

- 向低收入家庭发放和安装烟雾警报器和煤气探测器。
- 开展骑车比赛并向低收入家庭的孩子发放头盔。
- 教育家长关于儿童安全座椅的知识,并免费或低价地给有需求的家庭安装儿童安全座椅。
- 走访家庭发放电插座盖,预防儿童触电。

协作(Empowerment):积极寻找合作伙伴,如政府和企业的顾问团,国家、州和当地的合作伙伴,当地的积极参与者。

- 邀请新的合作者加入,对伤害的某一领域进行预防(如:交通安全工程者帮助对步行者伤害的预防;有资质的运动员培训师帮助对运动伤害的预防)。
- 参与全国的安全宣传活动,如中毒预防周、安全划船周和国际安全上学日等。

以6E为基础,我们是这样做的

• 建立当地的协作团队

与当地儿童安全的促进者建立起合作团队(Coalition)是全球儿童安全网络将活动推向全美以至全球的成功策略。

从1987-2005年,全球儿童安全网络在全美建立起了600多个积极参与活动的团队,我们的团队有家长、学校、公共卫生组织、政府相关部门、政策制定者、企业等。

协作团队的建立综合了各地的资源和需求,使活动能影响更多的家庭和人群。图4显示了协作团队的不断增加和儿童意外伤害死亡率的降低的相关性。

有了当地协作团队的支持,各种大型的大众宣传活动和贯穿整年的活动就可在全国各地开展,使全国的孩子和家庭受益。

• 持续性干预项目

• 儿童安全周

1987年，全球儿童安全网络与美国强生启动了一个全美的儿童安全宣传活动——儿童安全周。20多年来，活动推动了全美儿童安全活动的开展，数百万家庭通过大众教育、媒体宣传、社区活动等方式学习到了儿童安全信息。

全球儿童安全网络在各地的协作团队根据要求提交自己的宣传活动方案并申请资源，举办了上千场安全教育活动，让孩子和家长们通过互动式体验、学习相关资料，了解如何正确预防儿童意外伤害。同时，全球儿童安全网络也会在某一城市举行大型的宣传活动，发布最新的伤害研究报告，并做电视媒体宣传等。

• 100万个儿童座椅得到安全检查

在美国，汽车碰撞是1-14岁儿童死亡的主要原因。1996年在通用汽车的支持下，全球儿童安全网络启动了“系上安全带”的活动，教育家长和儿童监护者怎样保护好儿童乘车者。当地的协作团队人员向家长发放安全宣传资料，手把手地教家长怎样安全地装上儿童座椅。10年来，活动覆盖了1300万人，并发放了36万的儿童座椅。

2008年6月，100万个儿童座椅得到安全检查。如果一次检查需要30分钟，这意味着50万个小时的志愿者时间。这一成绩是通过不同的协作团队一起进行多方面的工作，包括儿童座椅检查活动、媒体宣传活动和交通安全社区等活动来完成的。

在美国，1987-2005年18年间儿童乘车者的死亡率降低了38%。

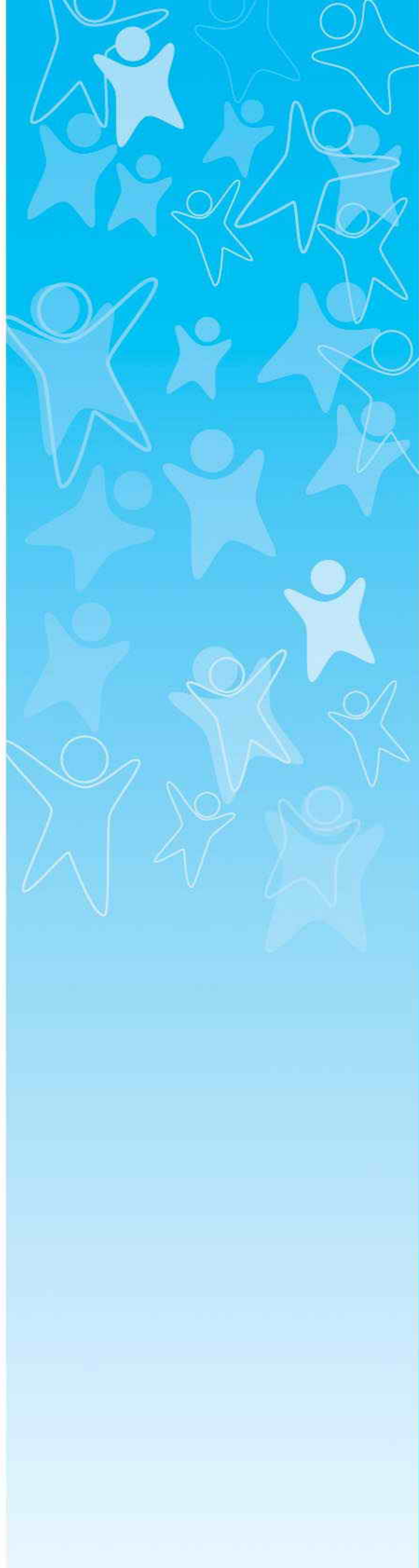
• 儿童安全步行活动

全球儿童安全网络和美国联邦快递于2000年启动了“儿童安全步行活动”，此活动以预防儿童步行者伤害为目标。儿童安全步行活动目前已在6个国家和全美的15个城市开展。

步行者交通伤害是美国5-14岁儿童第二大意外伤害死亡的原因，也是全球儿童意外死亡的主要原因之一。

全球儿童安全网络的成员国参与儿童安全活动，开展调研，收集数据，改善环境，教育儿童和提高大众对儿童步行者的关注。

儿童安全步行活动已帮助很多社区改善步行者的道路交通环境，并促进了全美儿童步行者的死亡率在1987-2005年间减低了56%。



• 游说政府/促进法令的制定及加强

• 全球儿童安全网络20周年 来自国会的赞誉

2008年5月1日，美国参议院健康、教育、劳工和养老金委员会召集了一个听证会肯定了儿童安全活动（Safe Kids）对儿童伤害预防所作出的贡献。这是参议院委员会第四次召开这样的听证会。全球儿童安全网络在听证会上阐述了儿童意外伤害死亡的状况和家长们对儿童安全的认识报告，展示了其对儿童安全所做的工作以及今后继续努力降低儿童意外伤害的建议。

• Virginia Graeme Baker 泳池/温泉安全法令 水安全的一个里程碑

2007年12月，Virginia Graeme Baker泳池/温泉安全法令的发布具有里程碑的意义。法令鼓励各州采用泳池安全法令关于保护儿童免受因泳池和温泉排水沟引起的致死性伤害，同时这也保证了公共泳池和温泉安装设备的安全。

此法令以美国前参议员James A. Baker III的孙女命名。2002年7岁的Graeme Baker在温泉池中被排水道口吸住，离开了这个世界。

全球儿童安全网络，Baker家人和国会成员一起花了三年的时间大力宣传泳池安全，同时向国会及参议院宣传关于制定泳池安全新法令的需要。终于在2007年12月得以实现。

• 儿童安全座椅法令 36万把儿童安全座椅得以发放

2009年初，美国44个州颁布了儿童安全座椅的有关法令。这些州的协作团队应用全球儿童安全网络和通用汽车及雪佛兰所提供的资源，进行儿童乘车者安全的宣传活动。他们的工作包括起草议案，在法令委员会上展示安全座椅的重要性，向媒体和大众宣传等等。自1996年全球儿童安全网络通过“系上安全带(Buckle-up)”的宣传活动，发放了365,000把儿童安全座椅。

• 儿童骑车戴头盔法令 为降低头部损伤开创了新举措

1989年，全球儿童安全网络启动了儿童骑车戴头盔的宣传教育活动。1992年，新泽西州率先颁布了儿童骑车戴头盔法令。截至2002年，全美有19个州和更多的地区制定了骑车要戴头盔的相关法令，至少有6个州颁布了滑轮运动（如：滑板，溜旱冰等）要戴头盔的法令。

全球儿童安全网络 在中国

1999年全球儿童安全网络在美国强生和上海强生制药有限公司的支持下，在中国发起了以“儿童安全周”为主的儿童安全教育活动。

十年来，儿童安全活动以降低儿童意外伤害为目标，联合起社会各界的资源，开展伤害调研，进行安全教育，倡导改善环境和相关法令的制定来保护儿童。目前儿童安全活动已在全国超过20个城市开展，累积已超过百万的儿童和家长受益。

以全球儿童安全网络的6E伤害预防策略为基础，我们引进有效的预防模式，并针对不同的人群把我们的工作集中在以下三个方面：

针对不同受众制定不同伤害干预策略

• 受众一：大众、儿童安全相关工作者和政府人员（图5）

目标：

- 提高对儿童伤害的认识，了解有效的预防方法，推进环境的改善和法令的制定。

行动：

- 开展儿童伤害调研。
- 介绍有效的预防模式。
- 开展大型宣传活动。

主要成果：

- 2004年，《中国三大城市儿童意外伤害状况及家长认知水平调查》报告发布，引起了社会各界对儿童意外伤害的讨论。这是第一份有关中国三城市儿童意外伤害的报告，它为伤害预防的政策制定提供了科学依据。
- 2004年初，发布了“儿童安全步行检查”的结果报告，提出在学校门口设置斑马线和减速标志等学校门口交通路设的建议。2005年8月，上海首先发布了有关学校门口交通安全的条例，随后很多城市和地区出台了相关安全条例。
- 2008年，社区需求评估项目促进了上海浦东花木社区针对儿童步行者安全环境的改善。
- “儿童安全周”大众宣传活动从1999年至今，10年来每年发布相关伤害报告和组织大众参与教育活动。每年有近3万人直接参与了活动，百万人通过媒体，如：中央电视台、新华网和人民日报等了解了伤害预防的重要性。

图5：针对大众、儿童安全相关工作者和政府人员的策略性预防



图6：针对家长和儿童的策略性预防



• 受众二：家长和儿童（图6）

目标：

- 提高对儿童伤害的认识，手把手地教会他们怎样预防伤害，我的行动是什么。

行动：

- 开发儿童意外伤害预防的教育干预资料和教材。
- 开展教育评估。

主要成果：

- 十年间，针对不同的意外伤害，我们开发了数十种的教育干预资料、教材和课件，其中包括：儿童安全步行、儿童跌落预防、儿童假期安全、儿童火险预防等，给家长、孩子和老师提供了教育的工具。
- “强生家长安全学校”是一个以教育0-6岁儿童和家长安全护儿为目标的教育活动。此活动从2003年已在近10个城市开展。通过医生和幼儿园教师给家长讲课的形式，教会家长怎样来预防幼儿的意外伤害。
- “儿童安全步行”入校教育活动以全球儿童安全网络的教材和课件为基础，通过示范课的观摩，各地的学校自我开展安全教育，使安全教育课成为学校的校本课程之一。
- “儿童安全假期”检查家庭的安全设备和设计家庭逃生路线来过一个安全假期的活动。活动通过假期作业和互联网平台，引导孩子排除隐患，主动预防，在假期这一伤害事故的高发期间帮助孩子避免伤害。

建立共建合作伙伴（国家级、省市级、社区级）

作为一个非营利机构，以及作为伤害预防工作的特点，与不同部门建立合作是工作有效开展的基础。伤害预防需要公安部门、教育部门、消防部门、医疗部门、研究部门以及企业等多方的共同参与。因此，从一开始，全球儿童安全网络-中国就努力建立起各级共建合作伙伴体系，以下是几个例子：

• 建立国家级的共建合作伙伴：

儿童伤害调研和儿童意外伤害教育干预项目：联合中国疾病预防控制中心慢性非传染性疾病预防控制中心开展中国儿童伤害调研，2008年在全国16个城市开展了儿童安全步行和儿童火险教育的入校教育干预项目。此干预项目还联合了当地的教育部门。



• 建立省市级共建合作伙伴:

广州市学龄前儿童伤害监测和幼儿教师的安全培训: 联合广州儿童妇女医学中心在全市对幼儿园教师进行儿童安全教育和心肺复苏的培训。同时, 幼儿园教师再对家长进行安全教育, 并配合开展伤害监测工作。

• 建立社区级共建合作伙伴:

上海花木社区需求项目: 经过需求评估, 了解社区儿童的安全需求, 整合社区资源, 提高伤害干预的有效性。同时, 通过社区政府协调相关部门——治安、环保、交通等进行环境改善, 如: 为没有护栏的小桥加上了护栏, 在学校门口重新设置了人行横道线等。

十年中主要儿童伤害研究和干预项目

儿童伤害主要研究

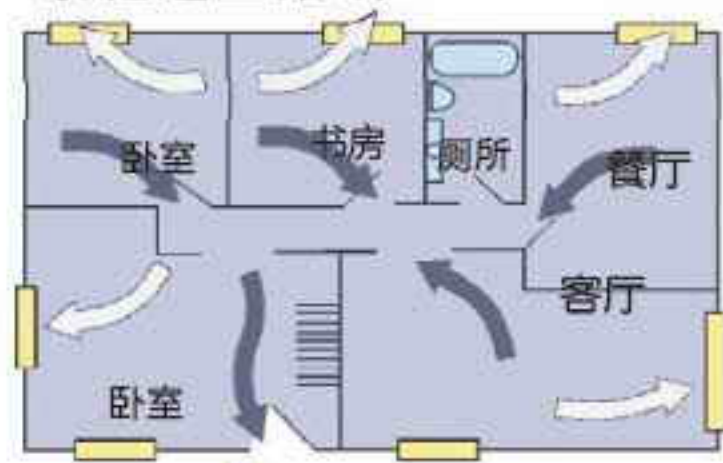
- 《中国三大城市儿童意外伤害状况及家长认知水平调查》
- 《中国三大城市儿童跌落状况分析》
- 《上海外来民工子女意外伤害状况》
- 《中国三大城市儿童烫伤状况分析》
- 《中国儿童步行者道路交通伤害报告》
- 《中国0-14岁儿童意外溺水状况》

儿童伤害干预项目

- 儿童安全周 (1999年起)
- 儿童步行安全 (2003年起)
- 儿童假期安全 (2005年起)
- 儿童安全远离火险 (2006年起)

06年的一天, 菁菁从学校回家, 请我和她一起做家庭逃生路线图。我将信将疑地与她一起画, 并在她的强力要求下练习了一遍。在5.12地震发生后, 我终于明白了练习逃生的重要性。现在, 每隔一段时间, 我就会和女儿一起练习一次, 而且每到一个地方, 我们特别地会注意“安全出口”。

家庭逃生路线



室外: 家庭成员集合点



One day in 2006, my daughter asked me to develop a family evacuation plan. I was a bit reluctant to do this with her. But she told me this was one of homework called Safe Kids @ Home. After the May 12 earthquake, I realized the importance of the home evacuation plan. Now my daughter and I often review the plan and practice it as well.

NO INJURY TO KIDS Injury Intervention Program Safe Kids Worldwide-China

Childhood Injury A Worldwide Challenge

Childhood injury is a worldwide challenge. More than 2000 children die every day as a result of unintentional or accidental injuries. Every year tens of millions more worldwide are taken to hospitals with injuries that often leave them with lifelong disabilities, according to a new report by WHO and UNICEF (Dec. 10th, 2008). It concludes that if proven prevention measures were adopted everywhere at least 1000 children's lives could be saved every day.

Furthermore, the World Report on Child Injury Prevention declares:

Injury and violence is a major killer of children throughout the world, responsible for over 900,000 deaths in children and young people under the age of 18 years each year. Unintentional injuries account for almost 90% of these injuries. In addition to the deaths, tens of millions of children require hospital care for non-fatal injuries every year- many are left with lifelong disabilities.^[1]

As injuries are a leading cause of death and disability among children worldwide, to prevent these injuries is particularly important for the wider issue of child survival and the improvement of child health globally. Injury prevention programmes need to be integrated into other child health strategies, with ministries of health playing a pivotal role. In addition, injuries need to be included as one of the indicators in overall child survival programmes.^[1]

Injuries are not inevitable; they can be prevented or controlled.^[2] Injury prevention is a very cost-effective public health strategy - the cost of interventions is usually more lower than the cost of the consequences of injury. If effective interventions that have been proven to reduce child injuries in high-income countries were implemented around the world, more than 1000 children's lives could be saved every day.^[1]

In September 2002, the General Assembly of the United Nations adopted a series of Millennium Development Goals. The fourth goal is to reduce, by two thirds, the mortality rate of children under the age of 5 years, between 1990 and 2015. United Nations Member States are committed to meeting all eight Millennium Development Goals by 2015. Not all countries will meet the forth goals if they do not include injury prevention in their programmes.^[2]

Data source: [1] Main Messages of the World Report on Child Injury Prevention (WHO, Dec. 10th, 2008)

[2] The World Report on Child Injury Prevention (WHO, Dec. 10th, 2008)



Childhood Injuries in China

It is told by the research findings during the past ten years, injuries take the leading cause of child deaths. Unintentional childhood injuries is the first leading cause of death among children aged 1 to 14 in China (Chart 1), with near 50,000 children aged 14 and under died, an average of 150 children died every day. The number of deaths from unintentional childhood injury is just the tips of the iceberg. For each death, there can be hundreds of children injured or permanently disabled from unintentional childhood injuries.

The China report of injury prevention was released by Ministry of Health on August. 10, 2007. It told that the Chinese government has been highly attention to injury prevention, and has taken related actions to have the injury incidence controlled to some extent.

An unintentional childhood injury death data review project has been conducted by Safe Kids China, analyzing data from 2000 to 2007. The main results are:

Compared with 2000, unintentional childhood injury death rate has declined by 6.6 as of 2007, saving lives as more than 20000 children (Chart 2). The reduction of the death rate from childhood unintentional injuries could be the intervention project taken in China as well as the living condition is getting better for the past ten years.

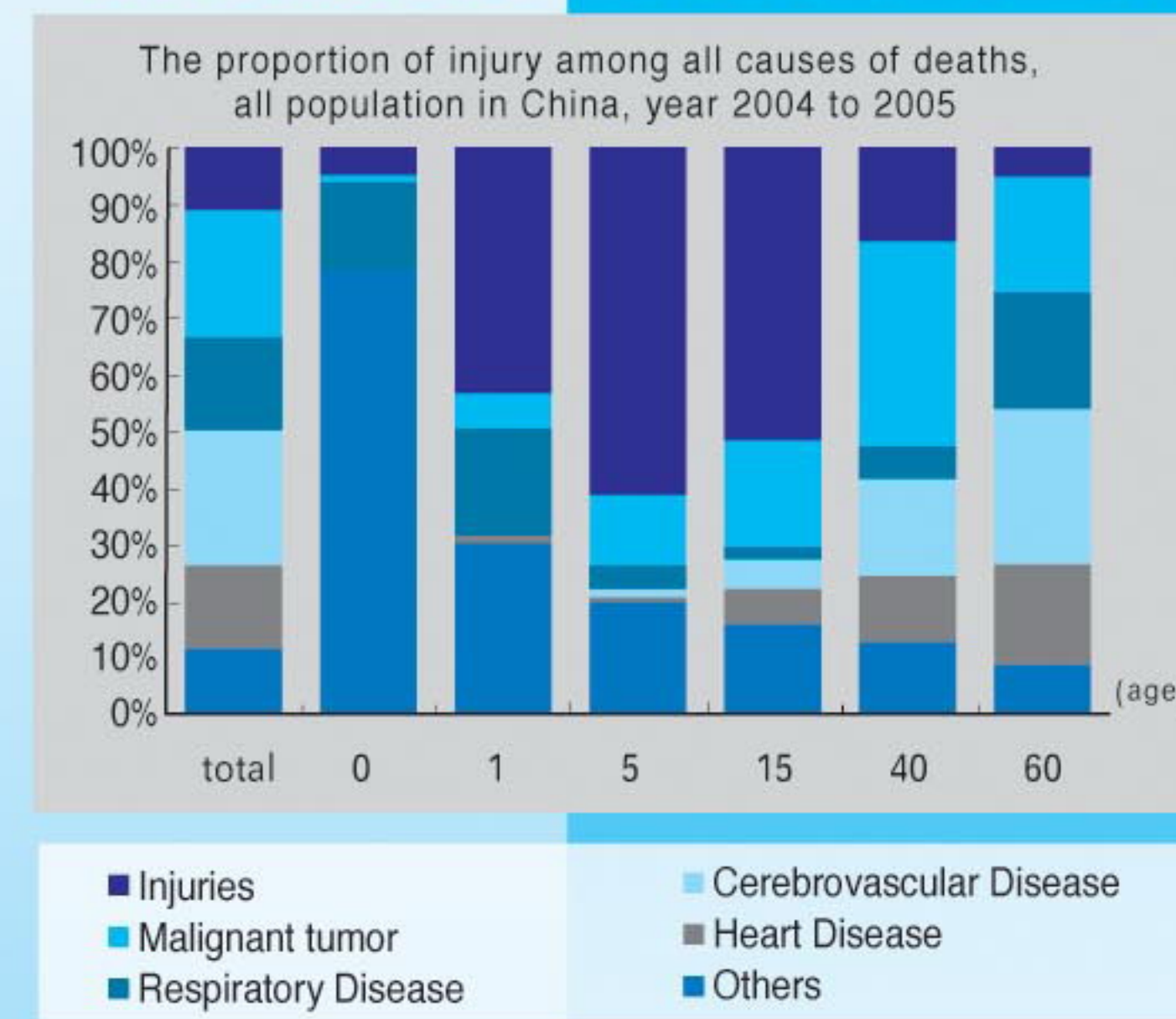
But we are still facing the challenge as the unintentional childhood injuries keep the first leading cause of death among children, accounting 25% of all deaths during 2000 to 2007.(Chart 3)

Comparing 2007 to 2000, the top six leading causes of deaths from unintentional injuries keep to be drowning, traffic crashes, suffocation, poisons, falls and fires. There was a slight growing of deaths from suffocation and falls in the year of 2007, comparing to 2000.

As the China report of injury prevention concluded that injury could be aware, prevented and controlled, as the diseases. There are proven prevention measures around the globe including laws on child-appropriate seatbelts and helmets, child-resistant closures on medicine bottles, draining unnecessary water from baths and buckets, and etc. During the past years, China government has taken some of the measures proved to be effective at home, for example, regulations on helmets for motorist and seatbelt, swimming lessons for school education and etc.

With continued efforts from multi-sectors, we believe that more and more children will be away from unintentional injuries in China.

Chart 1: Unintentional injuries are the leading causes of deaths among children

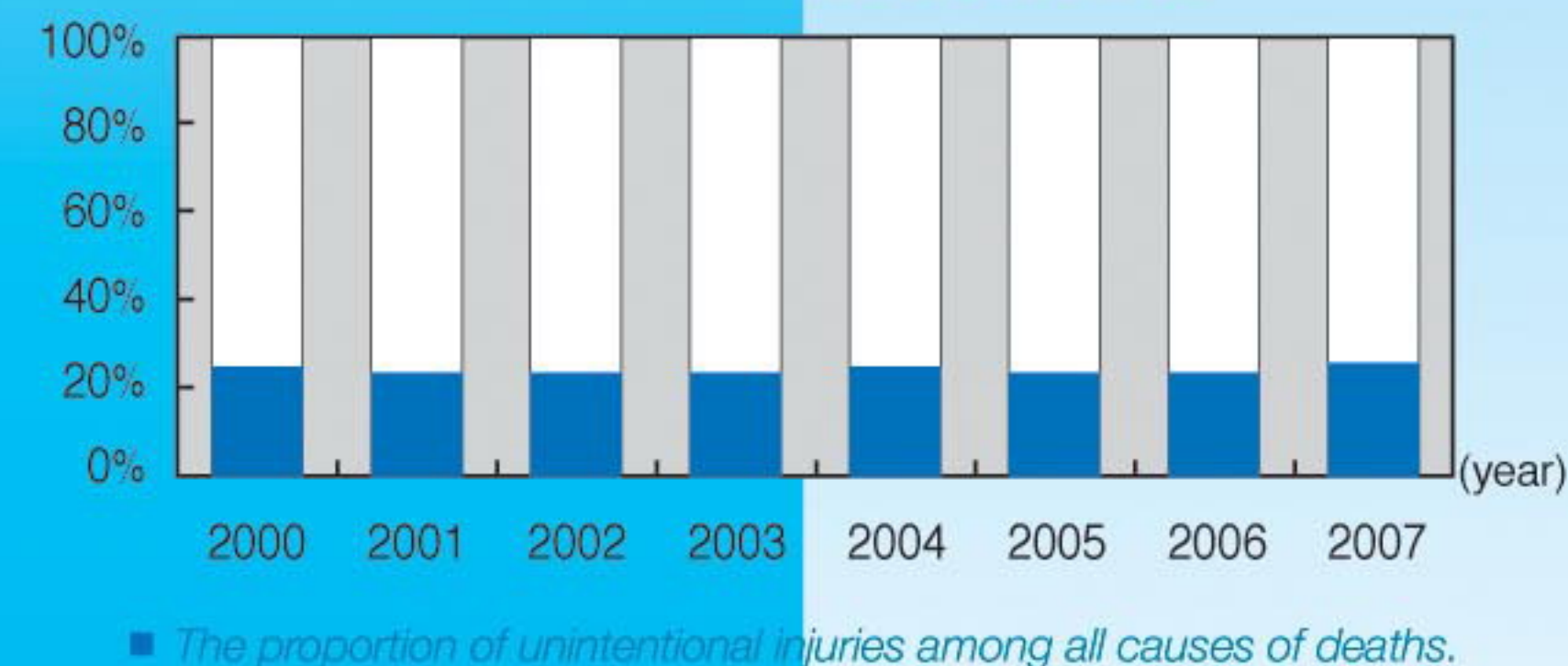


Data source: «The report of childhood injuries in China», November, 2008, Gonghuan YANG, China CDC

Chart 2: Death rate trend of childhood unintentional injury in China among children aged 14 and under



Chart 3: The proportion trend of unintentional injuries among all causes of deaths, children ages 14 and under in China, year 2000 to 2007



Safe Kids Worldwide A vaccine to unintentional childhood injury

Safe Kids Worldwide is the first and only international nonprofit organization dedicated solely to preventing unintentional childhood injury. The organization was founded in Washington, DC in 1987 by Children's National Medical Center with support from Johnson&Johnson.

Our focus is on promoting changes in attitudes, behaviors, laws and the environment to prevent unintentional injury to children. Safe Kids Worldwide depends on the support of grassroots networks in its 18 member countries to implement safety programs and hands-on training throughout the world.

And these efforts have produced results. Canada achieved a 37 percent reduction in child accidental deaths in just seven years, the child death rate in Germany declined 80 percent since 1980 while Austria saw a 75 percent decline between 1983 and 2003. In the United States, we have contributed to a 45 percent reduction in the child fatality rate from accidental injury.

The Solution –The Safe Kids Injury Prevention Strategy

No one device or solution is effective in preventing all types of unintentional childhood injuries. Instead, Safe Kids combines several factors to create programs that reduce injuries: educating adults and children, creating safe environments, conducting research and advocating for effective laws. Safe Kids employs a multifaceted, comprehensive approach called **the six E's of injury prevention and control**.

Education includes efforts to reach parents, caregivers, children, health care practitioners, policymakers and other target groups to change their knowledge, attitudes and behavior.

Examples include:

- Staffing displays at health and safety fairs.
- Inspecting child safety seats.
- Conducting bicycle rodeos.
- Hosting safety seminars for parents and caregivers.
- Participating in interviews with print and broadcast media.
- Distributing brochures, posters, fact sheets, public service announcements, videos, magnets, stickers or other items.

Engineering and environmental modification includes making changes to the physical environment and influencing the design, development and manufacturing of safety products.

Examples include:

- Creating bike lanes and paths to provide children with an alternative to riding on residential streets.
- Ensuring that playground surfacing adequately protects children from falls-related injuries and deaths.
- Improving sports venues, such as fields, rinks, batting diamonds and tracks, for safer play.
- Working with manufacturers to enhance child safety seat design and installation instructions.



Enactment and enforcement include the passage, strengthening and enforcement of laws; the issuance and enforcement of regulations; and the development of voluntary standards and guidelines affecting injury prevention.

Examples include:

- Upgrading child passenger safety laws to include booster seats and other provisions.
- Advocating for four-sided fencing around pools and spas.
- Testifying before the U.S. Consumer Product Safety Commission about the dangers of baby bath seats.
- Writing a letter to the National Highway Traffic Safety Administration about proposed regulations concerning child safety seat registrations.
- School zone safety regulation promotion in China.

Evaluation includes research, data collection and surveillance, as well as evaluation of programs and product effectiveness.

Examples include:

- Conducting focus groups and online polls to assess safety-related knowledge, attitudes and self-reported behavior.
- Counting the numbers of educational pieces distributed, families attending an educational workshop, and print and broadcast media hits.
- Assessing whether an upgrade to a smoke alarm ordinance has resulted in more families installing these devices in their homes.
- Determining if improved child passenger safety laws have resulted in fewer traffic-related deaths and injuries among children.

Economic incentives include making safety devices available to families at reduced cost and working with manufacturers to lower the cost of safety devices.

Examples include:

- Distributing and installing smoke alarms and carbon monoxide detectors in low-income communities.
- Conducting bike rodeos and distributing helmets to low-income children.
- Educating families about child passenger safety and installing free or low-cost car seats for families in need.
- Canvassing urban apartments to distribute outlet covers to prevent electrocutions.

Empowerment includes grassroots activism as well as the formation of federal and private-sector advisory panels or partnerships at the national, state or local level.

Examples include:

- Inviting new partners to join us in addressing particular injury risk areas (e.g., traffic safety engineers to help combat pedestrian injuries and deaths, or certified athletic trainers to promote sports safety).
- Participating in national safety observances such as National Poison Prevention Week, National Safe Boating Week and International Walk to School Day.
- Partnering with The Consumer Product Safety Commission to ensure proper implementation of the Consumer Product Safety Improvement Act of 2008 to protect children from product-related dangers. Joining other local safety groups to leverage resources and expand community reach (e.g., Injury-free Coalition for Kids, Risk Watch Champion Teams).

Chart 4: The growth of the coalitions with a trend of death rate reduction in the US



What We Do With Six E's

• Coalition Building

From the inception of the National Safe Kids Campaign in 1987 to 2005, Safe Kids USA and its more than 600 coalitions and chapters, parents, schools, public health and advocacy organizations, government agencies, public policymakers, corporations and many others, work together to increase public awareness of the public health crisis of childhood injury. The combined efforts achieved remarkable results: the unintentional childhood injury death rate among children ages 14 and under has declined by 45 percent in the United States.

The chart 4 demonstrates the growth of the coalitions with a trend of death rate reduction in the US.

• Sustainable Intervention Programs

• Safe Kids Week

In 1987, Safe Kids and Johnson&Johnson launched National Safe Kids Week. The program reaches millions of households every year through efforts that include public relations and education initiatives, sponsored advertising campaigns, thousands of grassroots coalition events and cause-related retail promotions.

These multifaceted efforts combine community safety events and media outreach with retail promotions that reach millions of households with lifesaving information and tips. Safe Kids coalitions host thousands of events where kids, parents and caregivers have fun learning from interactive safety demonstrations and receive safety devices and educational materials, that helps parents keep children away from injuries.

• One million car seats checked for proper installation

Motor vehicle crashes had become the leading cause of death to children ages 1 to 14. In 1996, Safe Kids Worldwide (formerly the National Safe Kids Campaign) teamed up with General Motors to launch the Safe Kids Buckle Up program to help change the way parents and caregivers learn about child passenger safety. The program provides hands-on services to families through Safe Kids' network of grassroots coalitions - conducting child passenger safety program and teaching parents and caregivers how to correctly use car seats, booster seats and seat belts. More than 19 million people have been reached by the Safe Kids Buckle Up program and nearly 400,000 car seats have been donated.

In June 2008, one million child safety seats were checked for proper installation. At about 30 minutes per inspection, this milestone represents more than 500,000 volunteer hours and marked a multi-faceted outreach program that included car seat checkup events, national and local media, engagement of the traffic safety community and congressional recognition.

• Safe Kids Walk This Way

Safe Kids Worldwide and program sponsor FedEx created Safe Kids Walk This Way to teach safe behaviors to motorists and child pedestrians and create safer, more walkable communities. The goal of this joint initiative is to prevent pedestrian-related injury to children while encouraging more children to walk.

Road traffic injuries are the second leading cause of death worldwide among children aged 10-14. Most of those killed or injured in developing countries are pedestrians. The Walk This Way program is active in Brazil, Canada, China, India, Korea, Philippines, and the United States and will launch in Thailand during 2009. While the specific methods utilized by Safe Kids Worldwide member countries to address pedestrian safety vary based on local issues, culture, and needs, each country participating in Walk This Way works to conduct research, collect data, improve their walking environments, educate children, and raise public awareness of pedestrian safety issues for children.

Since the launch of the program in the United States in 2000, Safe Kids Walk This Way has reached millions of families in hundreds of communities around the globe. More than 170 Safe Kids organizations and 13,000 FedEx employees have participated in the program to date. Physical improvements such as the installation of crosswalks and sidewalks have been made to areas where children walk in more than 50 communities from Shanghai to Salt Lake City.

• The Enactment and Enforcement of Child Safety Laws

• Safe Kids' 20th Anniversary – Capitol Hill Recognition

The U.S. Senate Health, Education, Labor and Pensions (HELP) Committee convened a hearing on May 1, 2008 to recognize Safe Kids and its contributions to childhood injury prevention. This was the fourth time that the Senate HELP Committee has held such a hearing. The hearing was an opportunity for Safe Kids to showcase our Report to the Nation: Trends in Unintentional Childhood Injury Mortality and Parental Views on Child Safety, our contributions to child safety, and our suggestions for future efforts to address the leading killer of children ages 1–14 in the United States.

• Virginia Graeme Baker Pool & Spa Safety Act – A Milestone of Wafer Safety

December 2007, the Virginia Graeme Baker Pool & Spa Safety Act was enacted in the U.S. to help protect children from drowning. The legislation provides incentives for states to adopt comprehensive pool safety laws that will protect children from life-threatening injuries and horrible deaths from dangerous pool and spa drains. It also ensures that public pools and spas are equipped with proper safety devices.

The law is named for the granddaughter of former U.S. Secretary of State James A. Baker, III, who joined Graeme's mother, Nancy Baker, and Safe Kids USA in a pool/spa advocacy campaign. In 2002, 7-year-old Graeme Baker died in a spa after the powerful suction of a drain entrapped her under water.

Safe Kids worked closely with the Baker family and members of Congress on a three year advocacy effort to change the pool and spa environment for children. Safe Kids also testified before the U.S. Congress on the legislation, spoke in a joint Senate and House press conference, and worked with key congressional staff on the legislative language of the new law.

• Booster Seat Laws

By 2009, 44 states have enacted new booster seat laws.

Safe Kids coalitions led advocacy efforts to improve their states' child occupant protection law many using the resources provided from the Safe Kids/General Motors legislative grant program. Their work included bill drafting, testifying before their state legislative committees, speaking at press conferences, and mobilizing grassroots support for their advocacy effort. The Public Policy Department also provided one-on-one technical assistance to grantees. Nearly 400,000 car seats have been distributed through the Safe Kids Buckle Up program in the U.S. since 1997.

• Child Bike Helmet Law – Dramatically Reduce Head Injury in Crashes

In 1989, Safe Kids launched bike helmet programs to promote helmet use for child cyclist safety. In 1992, New Jersey adopted the first state-wide child bike helmet law. By 2002, 19 states, the District of Columbia and numerous localities had enacted some form of bicycle helmet legislation. At least six states now require children to wear a helmet while participating in other wheeled sports (e.g., scooters, inline skates, skateboards).

Safe Kids Worldwide–China A Childhood Safety Promotion in China

In 1999, Safe Kids Campaign was launched in China with the generous support of Johnson & Johnson and Shanghai Johnson & Johnson Pharmaceuticals Ltd. Since then, Safe Kids Week is conducted annually in China to raise the public awareness on child safety.

For ten years, aiming at reducing accidental childhood injury in China, Safe Kids China collaborated with injury prevention advocates in various fields, conducting researches, grassroots education, policy promotion and environment modification. We reach out families over 20 cities and over millions of parents and children were educated throughout 10 years.

Based on the six E's of injury prevention and control, Safe Kids China introduces effective measures worldwide and focuses the resource on injury prevention advocates to different audiences and multi-sector coalitions through three parts below:

Advocate Injury Prevention to Different Audiences

Audience group I: (Chart 5)

- General public.
- People work on child safety and related gov. officials.

Objectives:

- Raise the awareness on the importance of childhood injury prevention.
- Enhance the awareness of effective measures worldwide.
- Promote related policies and environment modification.

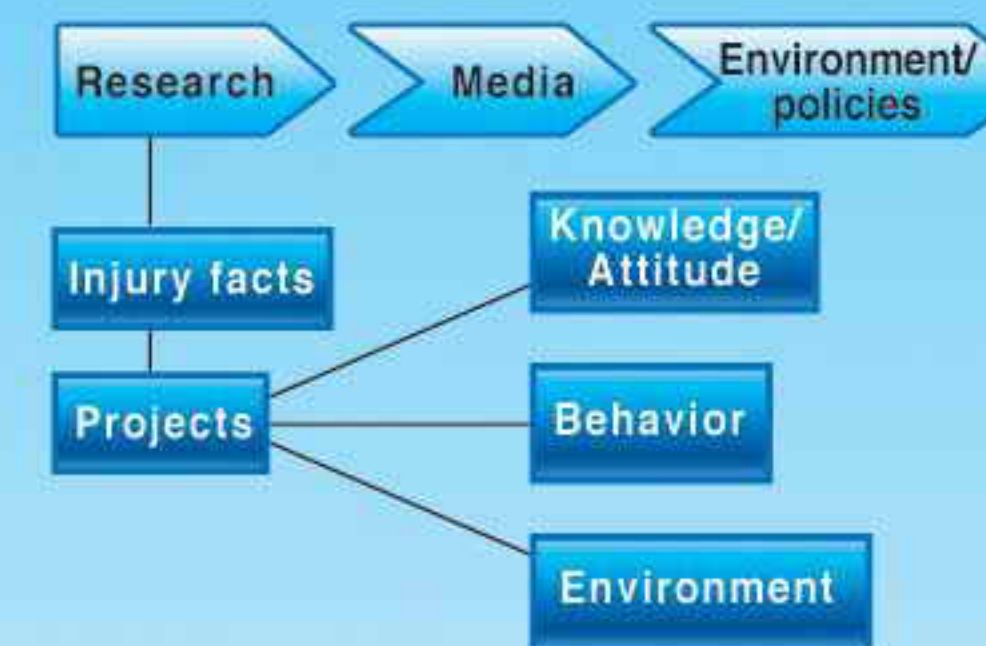
Actions:

- Conduct researches and surveys.
- Introduce the effective measures to China.
- Public awareness campaign.

Main Achievements:

- A report on a survey of Childhood Unintentional Injury Patterns and Parental Awareness in Three Cities in China (2004) was issued in June, 2004. This is the first report in China which described childhood injury among children under ages 15.
- The results of Walkability for children to and back school in March 2004 promoted the issue of regulation on school zone safety in Shanghai in August 2005. The regulation includes the equipment of speed limitation in school zone and crosswalk before school gate. Since then, more cities issued the regulations related to school zone safety.
- Community Needs Assessment project in 2008 promoted environment modification for child pedestrians in Shanghai Huamu community in 2008.
- Safe Kids Week, a nationwide public campaign was launched in 1999. Since then, this campaign is held annually during Children's Day in around 20 cities with the participation over 30,000 parents and kids. At the same time, the education information reaches millions of the Chinese people through media, such as CCTV, Xinhua News Agency and the People's Daily and etc.

Chart 5: The Workflow of Audience Group I
General Public & Related Government Agencies



Audience Group II: (Chart 6)

- Educator, Parents and Children.

Objectives:

- Raise the awareness on injury prevention.
- Educate on how to prevent injury (action-oriented).

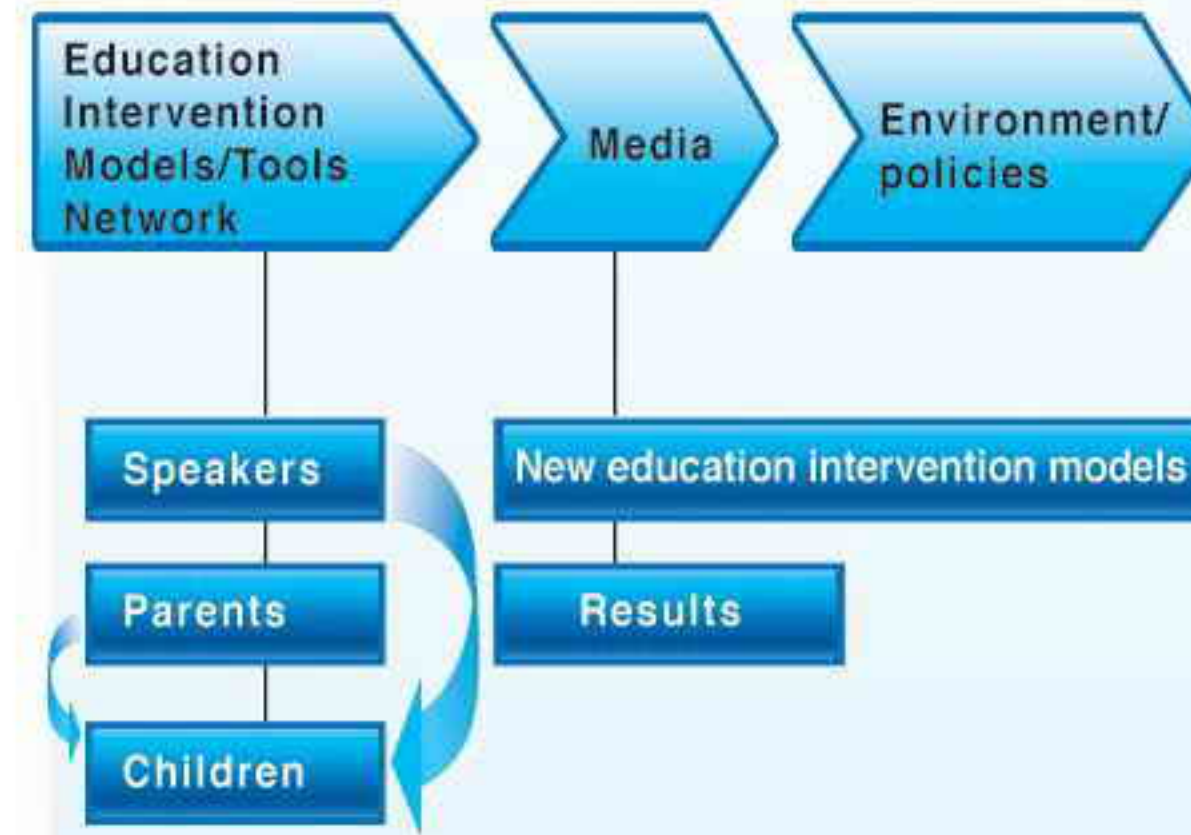
Actions:

- Develop education materials for educators, parents and children.
- Evaluate education results.
- Issue the effective education measures to the public.

Main Achievements:

- For ten years, we developed education materials and tools according to different risk areas, such as prevention of falls, fire and burns, pedestrian safety and vocation safety. These education materials can be used for educators, parents and children as well.
- Johnson&Johnson Safety & Health School for Parents: a child safety education to parents with children ages 0 to 6. The Safety School was launched in 2003. Currently, it covers over 10 cities. It includes health staff training and year-round education lectures to parents.
- Safe kids Walk This Way: a child pedestrian safety program for primary school students. Education curriculum is developed for teachers. Safe Kids Staff conduct in-school education for teachers as an education model.
- Child Vacation Safety: a program on the prevention of home fires, burns and poisons during winter vacation. Education curriculum and program website are created for children to learn safety through self-learning with their parents during the winter vacation, such as developing home fire evacuation practice, making an emergency calling card and looking for risk areas at home.

Chart 6: The Workflow of Audience Group II. Educator, Parents and Children



Building Multi-sector Coalitions (national-level, city-level and community-level)

It is a foundation for injury prevention as well as a non-profit organization to build multi-sector coalition for resources synergy and effectiveness of the program.

Injury prevention involves the collaboration of multi-sections such as security, healthcare, education, fire-prevention, and manufactures as well. Therefore, from the very beginning, Safe Kids China works on building a multi-sector collaboration for injury prevention. Here are some examples:

- Building National-level Coalition

Childhood Unintentional Injury Survey and Prevention Education Program: These two programs are collaborated with the National Center for Chronic and Noncommunicable Disease Control and Prevention, China CDC. The education program on traffic safety and fire prevention covers 16 cities and it also builds collaboration with local education bureaus as well.

- Building City-level Coalition

Guangzhou Kindergarten Injury Surveillance and Education Program: collaborated with Guangzhou Kindergarten Children and Women's Medical Center, a kindergarten injury surveillance system was setup. At the same time, injury prevention education training has covered 1680 kindergartens and 5000 healthcare staff in Guangzhou. They will educate around 400,000 parents. CRR (cardiopulmonary resuscitation) was incorporated into child injury prevention training course, too.

- Building Community-level Coalition

Community Needs Assessment Project: collaborated with Shanghai Huamu community, child pedestrian safety in the community was evaluated through the community needs assessment. The community had the agencies of security, environment, traffic together to modify the community environment to be more friendly to child pedestrian such as, improving the safety of a bridge by equipping a fence to both sides of the bridge, re-equipping the green line and moving trash bin which blocked the crosswalk before school gate.



Childhood Injury Surveys & Intervention Programs

Major surveys:

- Survey of Childhood Unintentional Injury Patterns and Parental Awareness in Three Cities in China (2004).
- Data Review on Childhood Falls in China (2005).
- Data Review on Childhood Burns in China (2006).
- Child Pedestrian Injury in China (2007).
- Data Review on Drowning in China and Parental Awareness on Water Safety in Three Cities (2007).
- A Study of Childhood Injuries Related to Sports & Games in Three Cities (2008).

Major intervention programs at kindergartens and schools:

- Home safety
- Pedestrian safety
- Fire/burn prevention
- Vacation Safety
- Water Safety

张先生带着三个孩子从安徽来到上海的新江湾城。新江湾城是一个正在新建的居民区，有许多小河。夏季的到来使张先生十分担心他的三个孩子，因为在2005年和2006年，这里有三个孩子落水淹死了。社区对此做了很大的努力和投入，如建立河流巡逻体系等。2007年社区特地邀请全球儿童安全网络—中国来给社区的孩子上水安全的教育课，张先生的三个孩子来听了。自2007年起，新江湾城社区没有发生一起儿童溺水事件。张先生告诉我们他现在比较放心了，因为孩子通过水安全教育懂得了不能到河边玩，更不能下河游泳。

Mr. Zhang moved to Shanghai from 2006, and stayed at Xin Jiangwan community. This is a newly developed resident area with rivers. During the summer, Mr. Zhang worried about his three kids a lot, as there had been three kids drowned in summer in 2005 and 2006. The community had worked on water safety hard such as having a coastguard vessel for safety check. In 2007, the community invited Safe Kids to give education to kids. Mr. Zhang's children participated in the water safety education. Since 2007, the community had no kids drowned. Mr. Zhang told us that he was now less worrying about kids as they know not to play along the river and swim in the river.



* Members of Safe Kids Worldwide

Safe Kids Austria/ Grosse Schuetzen Kleine	奥地利
Safe Kids Australia/ Kidsafe Australia	澳大利亚
Safe Kids Brazil/ Criança Segura	巴西
Safe Kids Canada/Sécuri Jeunes Canada	加拿大
Safe Kids China	中国
Safe Kids Germany/ BAG Mehr Sicherheit für Kinder e. V.	德国
Safe Kids Israel/Beterem	以色列
Safe Kids Korea	韩国
Safe Kids Jordan/The Royal Health Awareness Society	约旦
Safe Kids Mexico	墨西哥
Safe Kids New Zealand	新西兰
Safe Kids Philippines	菲律宾
Safe Kids South Africa/ Child Accident Prevention Foundation of Southern Africa	南非
Safe Kids USA	美国
Safe Kids UAE/ME	阿拉伯联合酋长国
Safe Kids Uganda/ Injury Control Center	乌干达
Safe Kids Vietnam/ Asian Injury Prevention Foundation	越南
Safe Kids India/ Ratna Nidhi Charitable Trust	印度

