

**SAFE
K:DS**
WORLDWIDE
全球儿童安全组织

KEEP CHILDREN SAFE

2014 Safe Kids 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



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Injury is No.1 killer of children in China ages 1 to 14. To most of us in our daily life, injury seems to be far away from us. However, in an average, over 100 children leave us because of the preventable injuries each day such as falls, burns and traffic crashes... etc.

We could prevent injuries. “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 everyday¹.”

Our goal is to keep children safe through global evidenced-base practices in China.

We conduct survey and education; promote regulations and environment improvement for child safety.

Thanks to all the sponsors, collaborators and volunteers, it was with your love to children, we could work together to make to keep our children safe!



Monica Cui
Executive Director
Safe Kids China

*1 《World Report on Child Injury Prevention》 WHO UNICEF 12.2008



2014 ACHIEVEMENTS:



4 surveys were conducted, one on medication safety; one on home safety and two on road safety.



1.85 million children and parents were reached through 9 programs.



3000s kindergartens and 2000s schools got Safe Kids curriculums.



897 people got trained through programs, among them, there were 814 teachers, 63 youths and 20 community people. This is an important capacity building for child safety promotion.



12,724 volunteers, among them 6,539 were corporate volunteers.



408 media clippings including 6 CCTV reports
91.5 million impressions of social media
0.91 million followers of Weibo (twitter-like)



The Safe Kids@Home program, sponsored by Honeywell, won the Honorable Mention of the CSR Partnership Award by Amcham Shanghai.

The “Child Pedestrian Safety” video, sponsored by FedEx, won an award as the Ten Creative New Charity Short Movies at the 2014 China New Public Welfare (NPW) Forum.

EXECUTIVE SUMMARY

In 2014, we reached over 1.85 million children and parents through 9 programs. Over 12,700 volunteers involved in programs, among them, 6,539 were corporate volunteers. The program generated over 400 media reports, including 6 CCTV reports. Our social media gained near one million followers of Weibo (twitter-likes) and over 3000 Wechat followers, which achieved over 91.5 million impressions of our posted messages.

We had four survey reports issued. One on medication safety for children, which was presented at two academic conferences among pediatricians; two on road safety (child pedestrian safety and youth awareness and behavior on driving safety); and one on home injury prevention among pre-school kids, which was published in the Journal of Preventive Medicine Information (July 2014 Vol. 30 No.7).

MILESTONES IN 2014

Regulation Promotion

The regulation on car seat usage was issued by Shanghai gov'n't in March, followed by Shandong province, Inner-Mongolia and Shenzhen. Safe Kids China was invited to join the regulation discussion meetings by the Shanghai municipal government since 2010 and contributed to the final issue of the regulation.

Public Advocacy --- Collaboration with the Top Media of China

The top media of China – CCTV made a documentary program on medicine safety for children with the survey results issued by Safe Kids China and the interview of Monica Cui, Executive Director of Safe Kids China.

In addition, collaborated with CCTV-10; four series of child road safety programs were aired. The program was recommended by the Security of the Ministry to all nationwide security bureaus for road safety education during the summer vacation.

Social media of Safe Kids China, Weibo (twitter-like) achieved near one million followers in 2014 and our posted messages throughout the year gained over 91.5 million impressions.

Child Passenger Safety Program

Child passenger safety program was launched in China. In addition to education to parents and children, the concept of child passenger safety (CPS) technician was introduced into China as well. By the end of 2014, 20 Chinese CPS technicians were certified.

With the technicians, two car seat check events were held. The technicians found over 70% of the parents equipped car seats in a wrong way.

Shanghai government official website posted the message on car seat check event.

<http://www.shanghai.gov.cn/shanghai/node2314/node2315/node15343/u21ai942380.html>

MAJOR PROGRAMS

J&J PROGRAM ---- MEDICATION SAFETY FOR CHILDREN

Risk Areas: Poisoning related to Medicines

- Poisoning is one of the top injuries among children ages 0 to 14 in China.
- 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 among parents through kindergarten education and prevention tool.

Number of People Benefited: 321,633 in 20 cities

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.

New findings as following:

- Poisonings related to ingestion of medications was raised from 50% to 60% from 2012 to 2013;
- Mistaking medications by children themselves was raised from 58.2% to 71.9% from 2012 to 2013 in the proportion of the cause of poisonings; and children ages 1-4 were the top risk age group of injuries related to poisonings.
- A significant raise of children took medications related to heart diseases, comparing the data of 2012 from 6.5% to 19.4% of 2013.

A strenuous education to parents on medication safety is keeping required, especially among parents with children ages 1 to 4, while grandma and grandpa also need to be educated.

The results of the survey was presented at two academic conferences to pediatricians and being quoted by the FOCUS program of CCTV.

Here is the survey linkage:

<http://www.safekidschina.org/index.php?classid=4443&newsid=6428&t=show>

- **Safe Kids Month:**

A media campaign was conducted with the issue of the 2014 survey report on medication safety. There were 15 print reports and 50 on-line reports were generated after the campaign.

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 20 cities with 102 activities. There were 1,400 employees (person in times) involved in children's activities, reaching over around 18,000 children.

- **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 473 teachers in 4 cities trained. Through teachers, over 302,640 parents and children were reached.

Behavior change:

In the program, we encouraged behavior change, by

- 1) Behavior-change oriented curriculum
- 2) Tool providing to parents
- 3) Call for action through social media and kindergarten teachers

Over 600 photos of actions from parents were collected.



We got over 600 photos from parents as the above which told us how parents had medications up and away from children after they listened to the lecture given by kindergarten teachers (a photo sent by a Guangzhou mom through Wechat).

FEDEX PROGRAM ---- SAFE KIDS WALK THIS WAY

Risk Area: Pedestrian Injury

Injury Fact:

- In China, A quarter of road traffic fatalities occur to pedestrians, making pedestrians at most risk among all road user categories; child pedestrians are amongst the most vulnerable.
- The number of family car increased 4.5 times 2012 vs. 2005.
- Less than one quarter primary school students had a correct crossing behavior from two parked vehicles at non-traffic controlled roads as reflected from the 2013 behavior observation survey in 6 cities conducted by Safe Kids China.

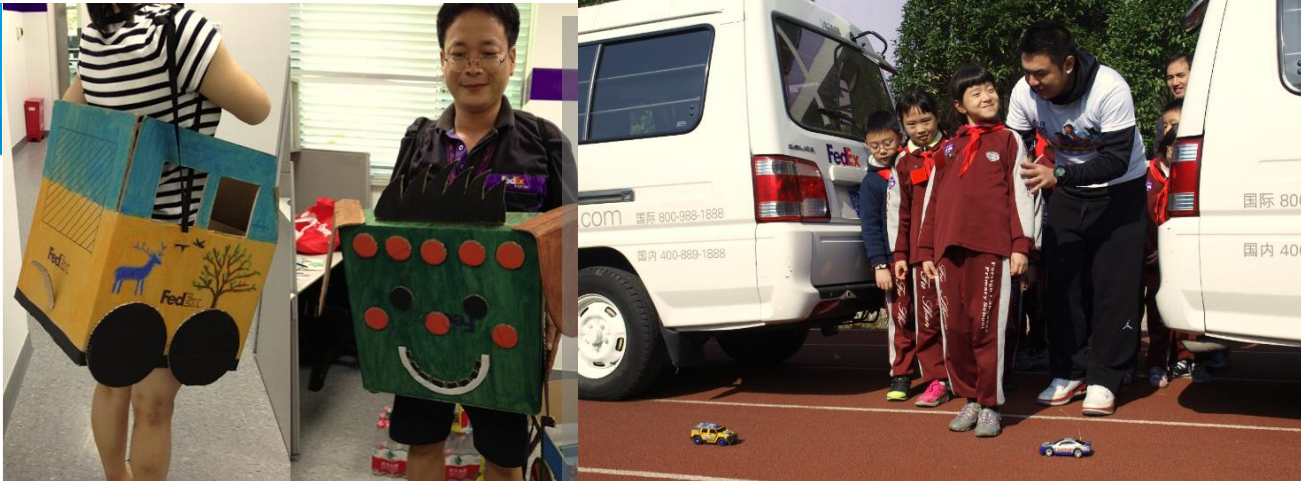
Project Objectives:

- Understand child pedestrian behavior with different road conditions through survey.
- Raise pedestrian safety awareness and encourage behavior change through school education.
- Build injury prevention education capacity through training to school teachers and FedEx volunteers.

Number of People Benefited: 411,543 students and parents in 13 cities

Major Activities/Achievements:

- **New survey on child pedestrian safety:**
The survey unveiled that behavior education needed to be focused on crossing between two parked cars at non-traffic controlled roads.
Here is the linkage of the survey:
<http://www.safekidschina.org/index.php?classid=4452&newsid=6417&t=show>
- **Teacher's capacity training in 5 cities:**
Behavior-oriented education demonstration conducted by Safe Kids specialists to 405 school teachers for their further training to students. Through teachers, 406,850 students were reached in 13 cities.
- **Public advocacy activities:**
 - Social media advocacy on the World Day of Remembrance and Decade of Action for Road Safety: Four messages was posted with two videos.
 - Decade of Action for Road Safety event in Beijing: 38 media clippings were generated
 - 3 million of social media impressions were gained through program promotion.
- **Volunteer involvement:**
In 2014, 1602 person-in-time of FedEx employees in 13 cities joined the activities through various creative volunteer opportunities such as cartoon vehicle creation as teaching tools, curriculum ambassadors, social media advocators...etc. Through volunteers, 2229 students were reached.



We are happy to participate in the Walk This Way program contributing our time and talent on making tools to facilitate pedestrian safety education. We felt over paid back when children learnt a safe behavior on crossing between two parked cars.

----Kelly Lin, a FedEx volunteer in Ningbo

HONEYWELL PROGRAM ---- VACATION SAFETY (SAFE KIDS@HOME)

Risk Areas: Gas leakage and related fire/burn prevention during winter vacation

Injury Fact:

- Poisonings, fires/burns are the leading cause of death and injuries for children ages 14 and under in China.
- Winter vacation is the peak season of gas leakage and fire accident in China while children are at home.

Project Objectives:

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

Number of People Benefited: 1,051,214 children and parents 13 cities

Major Activities/Achievements:

- School education: 740,000 students was reached in 13 cities.
- E-curriculum web launch and promotion: 220,000 unique visits to the program mini-site, at the same time, an educational video on high-building fire escape got 2,200 viewership.
- Peer education through home visits in Shanghai Huamu community: peer education through home visits conducted by 41 primary school students benefiting 615 peer families promoting gas safety check behavior through gas safety check card, resulting in 86% positive behavior using tool card.
- Volunteer involvement: 139 volunteer person-in-time participation in 10 cities through in-school educational activities and online opportunities, reaching 3,417 children.
- Program promotion: messages of the program was posted on weibo.com, tweets got 1.56 million exposure during 14 weeks.



I learnt about Gas Safety Check at school and I went together with community officers to my peers' home sharing what I learnt and practiced. I felt so glad that my peers carefully did the gas safety check and attached the tool card at refrigerators at home. It was a wonderful experience to me!

--Liu Feng, a Gas Safety Check student ambassador in Shanghai Huamu Community

CONTINENTAL PROGRAM ---YOUTH SAFE-DRIVING TRAINING PROGRAM

Risk Area: Injuries Related to Traffic Crashes

Injury Facts:

- Youth aged 15 to 29 is No.1 age group among the deaths related to road injuries worldwide.
- Almost every one out of two victims who are killed in traffic accidents is young people in China.

Project Objectives

- To enhance road safety awareness and promote safe driving behavior among youths through train-the-trainer program among university students.

Number of People Benefited: 25,837 in 4 cities

Major Activities/Achievements:

- **Survey:**

A Youth Safe-Driving Awareness and Behavior Survey in Campus in Shanghai was conducted by Continental and Safe Kids China, targeting 3,000 college students in Shanghai in order to understand the awareness of safe driving and driving behaviors. The major results:

- Nearly half youth of the students regarded the traffic accidents as preventable injuries while 62.2% of students don't know that road crashes ranked No.1 cause of youth deaths globally.
- Nearly 50% of the students once rode in a car driven by a drinking driver and nearly 10% of them admitted that they had drinking driven before.

To read the survey, please click

<http://www.safekidschina.org/index.php?classid=4452&newsid=6461&t=show>

● **Activities among university students:**

The program was led by university students.

- 63 student leaders were trained to conduct activities among students
- 33 activities were conducted in 4 campuses, Shanghai Tongji University, Hangzhou Normal University and Huaihai Institution of Technology and Sichuan University.
- 15,103 young people in campus were reached.

The program was well accepted among students

- An average of 19.5% increase in the correct answers after the training.
- 98.7% of the participants felt that the game tools were helpful for their further understanding on safe driving.
- 80.2% of the participants were willing to share the knowledge to friends.
- 50% of the participants showed a great interest in No Alcohol Driving game and regarded it as the most helpful one.

● **Public awareness promotion**

The program conducted a public awareness event and a social media campaign as well.

On Dec 20, the program had a year-closing event with an exciting safe driving training and practice in Shanghai. Over 20 young driver representatives received a safe driving training and experienced the safety driving practice onsite. Reporters were invited.

The social media promotion was conducted in 3 months and posted 36 messages on Weibo and 11 messages on Wechat.

● **Community activities**

- **Activity in driver health check**

Supported by Shanghai CDC, 8,000 people were impacted through the program cards and posters in 2 new driver health check stations in Shanghai.

- **Activities on Continental's family days:**

Around 2700 Continental staff and their family members joined activity in Shanghai and Linyungang, while 12 Continental staff were trained on safe driving behaviors and led the interactive games during the Family Day.

Words from Student Leaders:

- *For driving, it's not only my own staff, but my whole family. Thinking about them all the times, I will no long put myself at risk with bad driving habits. Drive safely, I commit!*
-----Mengna Yao from Hangzhou Normal University





- *As a volunteer, I learned a lot from this program from the training and I organized the activities for my peer students. Driving safe is not only a sentence, it should be a habit! Let's have the good driving habits, because we only live once!*
-----Hangyu Gu from Huaihai Institute of Technology



GM PROGRAM --- SAFE KIDS SAFE RIDE

Risk Area: Injuries Related to Traffic Crashes

Injury Facts:

- 720 children died every day as a result of road traffic crashes worldwide.
- Road traffic injury ranks No. 2 related of all the injuries among children ages 0 to 14 in China.

Project Objectives:

- To raising parents' awareness on child passenger safety and encourage behavior change.
- To help children understand in-and around car safety.

Number of People Benefited: 27,337 in 3 cities

Major Activities/Achievements:

- **Kindergarten education to parents & children:**
From October to December, the program held Child Passenger Safety training to 58 teachers in Shanghai.

After training, the teachers implemented child passenger safety education to parents and children and also distributed educational leaflets to parents. A total number of 26,768 families were reached.

An education evaluation was made among 500 parents through pre & post questions. The result showed an average increase of 22.6% on the correct answers.

- **Volunteer activities:**

From May to November, volunteers from GM China and its joint ventures conducted 30 interactive safety activities with the children in 26 kindergartens and 1 primary school in Shanghai, Beijing and Xiamen. Among these volunteers, GM Executive Vice President and GM China President Matt Tsien also joined one kindergarten activity in Shanghai.

In 2014, 501 GM volunteers involved in the kindergarten activities, reaching 918 children.

- **CPS training:**

Two CPS training were held. One was CPS short course, 10 SGM Staff joined. Another one was a CPS technician course. Thirteen participants from the Shanghai Public Security Bureau's Traffic Police Corps, Shanghai CDC, car dealers and Safe Kids China joined a 4-day Child Passengers Safety (CPS) Technician training, delivered by three CPS instructors from Safe Kids Worldwide. Ten participants were certified as CPS Technicians.

- **Survey on child passenger safety**

A survey on child passenger safety was conducted, aiming to understand the awareness on child passenger safety among parents and also their behaviors.

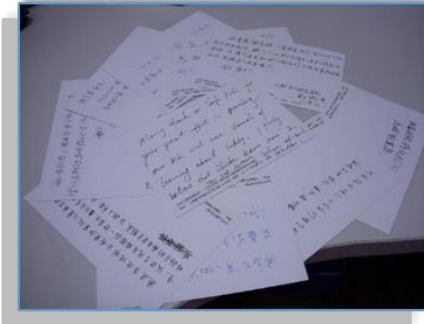
The survey was conducted in Beijing, Guangzhou, Nanjing, and Shanghai, targeted 1024 parents with children aged 3 to 6 in 4 cities with questionnaires, at the same time, 640 parents were observed while they were driving children aged 4 to 12 to kindergartens or to schools in the above cities plus Chongqing and Hangzhou.

Words from Stakeholders:



- *"This is a meaningful educational activity. It's a good supplement to our daily learning program for children."
----Miss Qifeng, Ye, teacher of North Sichuan Road Kindergarten*





- *“It’s interesting to combine indoor education with outdoor activities. It makes kids well understand key messages of the course”* -Miss Yijun, Chen, teacher of Xingang Kindergarten

- *“The message about the blind spots of a driver for children in the curriculum updated my knowledge as well. After learning the curriculum, we well knew how to keep*

children away from vehicles. .”

---- Miss Yuan Gu, Parent of a 3 Year Old Kid



CELANESE PROGRAM ----- SAFER HOME FOR CHILDREN

Risk Area: Falls & Choke/Suffocation

Injury Fact:

- Nearly 50% injuries occur at home.
- Falls are the injury with highest incidence for children, accounting over 50% incidences of all child unintentional injuries.
- Choke & suffocation are the injury with a higher risk of death for children, especially for pre-school children.

Project Objectives:

- Develop behavior-oriented education intervention activities through proven evidence from survey.
- Building capacity on injury prevention through training to kindergarten teachers and volunteers.

- Raise safety awareness to pre-school children and parents through train-the-trainer methodology.

Number of People Benefited: 26,748 kindergarten children

Major Activities/Achievements:

- **Pre-school children behavior education survey** on fall prevention using control-panel method: the behavior education proven to be effective with 86.7% positive behaviors observed after education while control group with only 32.6% positive behaviors observed.
- **Two child behavior education curriculums** on falls and choke/suffocation prevention in 30 minutes were developed based on survey evidences.
- **Capacity training** to kindergarten teachers: 178 teachers in 56 kindergartens were trained through onsite education training, survey training & online training.
- **Family reached through train-the-trainer method:** 26,748 pre-school children and parents were benefited through kindergarten teachers and Celanese volunteers.
- **Volunteer involvement in the community:**
Ninety-eight Celanese volunteers joined in 6 in-kindergarten educational activities and 8 home visits



I started to know about child injury prevention through behavior education from Safer Home for Children program. I participated in the training from SAFE KIDS professionals with my colleagues. We conducted behavior education with SAFE KIDS guide and did child behavior evaluation through observation after one week education. We are very happy to see our children got the right behavior on fall prevention without any hint from teachers!

---Teacher Gong, Baiguoshu kindergarten, Nanjing

NOVELIS PROGRAM ----HOME SAFETY

Risk Area: Injuries at Home

Injury Facts: Near 50% of childhood injuries occur at home in China

Number of People Benefited: 225 children and parents

Major Activities/Achievements:

- Two kindergarten activities to children conducted by Safe Kids staff and Novelis volunteers.
- Over 30 Novelis volunteers were involved.



ALCOA PROGRAM --- HOME SAFETY FOR MIGHRATN CHILDREN

Risk Area: Injuries related to the home safety

Injury Facts: Near 50% childhood injuries are related to home safety

Number of People Benefited: 680 families (children and parents)

Major Activities/Achievements:

- Computer-based flash development for home safety
- Education to 650 children and their parents at Yue Cai Primary school and kindergarten
- Training to 22 teachers
- Home safety check for 10 migrant families



Volunteer Involvement

- Alcoa volunteers involved in teachers' training and home safety check.
- 15 Alcoa volunteers joined.

SAFE KIDS CHINA IN THE NEWS

In 2014, our events and programs for publicity and advocacy gained 408 reports.

- Print paper coverage: 96
- Online clippings: 306
- TV reports: 13; among which 6 were CCTV reports
- Social media impressions: 91.5 million, a 42% increase of 2014 and an average of 7.6 million each month

AWARD TO SAFE KIDS CHINA

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Ceremony for CSR of AmCham Shanghai on March 26, 2014 in Shanghai. Monica Cui, Executive Director of Safe Kids China and Lisa Li, representative from Honeywell China jointly received the award.

Safe Kids@Home program won the Honorable Mention of the CSR Partnership Award presented by Amcham Shanghai

Honeywell China and Safe Kids China won an Honorable Mention for the Corporate Social Responsibility Partnership Award presented by AmCham Shanghai. This year, there was a record high over 50 nominations and a competitive pool of excellent candidates applied.

award was presented at the 9th Annual Awards



Child Pedestrian Safety Video won an award and aired on taxi screen over 5 cities

Safe Kids child pedestrian safety video, sponsored by FedEx won an award as the Ten Creative New Charity Short Movies at the 2014 CHINA New Public Welfare (NPW) Forum, jointly hosted by the renowned innovative charity project named "XiHan Action (稀捍行动)", the nation's largest taxi interactive media "Touch Media (触动媒体)" and China's most

influential financial media, "First Financial News (第一财经)" on March 7th.

The movie was aired on taxi screens over 5 cities from Mar 3 to 18th. Over half a million people were impacted.

2015 AHEAD

- Enhance the program impact among the general public through social media and collaboration of the top media in China
- Provide safety educational tools to all the people who are interested in child injury prevention
- Select local agencies to be coalitions
- Continue to strengthen Safe Kids leadership in child injury prevention in professional field by collaboration with China CDC, WHO and hospitals

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