



2019 ANNUAL REPORT

Safe Kids China

2020.1.15



Keep Children Safe
with Global Evidence-based
Best Practices



全球资讯，一手掌握
您身边的伤害预防专家

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2019 KEY ACHIEVEMENTS



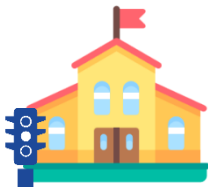
ADVOCAY: Law implementation and advocacy on child restraint on city and national level with the collaboration of multi-sectors.



SURVEY: Two surveys on child walking behaviors.



EDUCATION: 0.85 million children, parents and youths were reached in over 40 cities through 10 programs.



SCHOOL ZONE SAFETY: One school zone environment modification was done, which benefits over 1000 children.



VOLUNTEERS: 2759 volunteers joined in our activities. They were corporate employees, police, doctors and community staff.



AWARENESS: 34 million viewership of social media with over 3500 posts, among which 2 posts over 1 million viewership.



RECOGNITION: Safe Kids China was recognized as a Partner of Road Safety Promotion for the 4th year by Shanghai Police.



2019 Annual Report

Evidence-based • Advocacy • Sustainability

What are the key words for our 2019 programs, I would like to say: evidence-based, advocacy and sustainability!

Evidence-based: We conducted research of the distracted walk in Shenzhen and collected the data on child restraint usage among the pregnant. These data guided us on curriculum development and child restraint promotion among policy-making influencers

Advocacy: Policy advocacy on child restraint usage in the traffic rules is the expectation among child injury prevention promoters. In 2019, Safe Kids joined several seminars and policy-making influencer meeting to present on why we should have child restraint usage in the traffic rules. Up to the end of 2019, we were happy to see, more cities have child restraint usage in the traffic rules such as Hangzhou and Changzhou.

Sustainability: Talents are the key for the child injury prevention which needs long-term and consistent efforts. Talents are also the key for program development and extension to more beneficiaries. In 2019, we trained near 40 SK speakers who came from 5 cities, through them we reached over 5000 children in 13 cities. Up to now, we have 180 SK speakers in 14 cities They are conducting injury prevention education and activities in their communities. In 2019, 12 policemen and 30 community staff joined child passenger safety short course, while 8 people become child passenger technicians. Through them, we had over 50 educational lectures on child passenger safety in the communities.

In 2019, we celebrated our 20-year anniversary. A sustainable program needs talents, evidence-based data and a consistent strategy as well. We are working hard on it and we are happy to see that our program did give benefit to the community people, such as school zone safety modification, child restraint usage in the local law, CPR skill-learning and medication safety for children, all these are helping the families to keep injuries away from children. For the past 20 years, we are happy to see that the injury death rate among the total death rate of the children was showing a wave of dropping.

Thanks to all the partners and sponsors!

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



2019 KEY ACHIEVEMENTS

PROGRAM SUMMARY

In 2019, we had 10 programs, which reached 853,458 parents and children in over 40 cities. The programs are about medication safety for children, home safety, road safety and firstaids.

Medication Safety for Children Sponsored by Johnson & Johnson

I. Medication Safety for Children Community Education

This is the sixth year of the medication safety for children program. What is different for this year is that the activities went through nationwide through the collaboration of the local pharmacies, hospitals and communities. In this way, the program reached over 14 cities.

KEY FACTS OF THE PROGRAM:

RISK AREAS:

- Poisonings related to medicines among children

OBJECTIVES:

- To raise the awareness on medication safety for children and encourage behavior change among all the family members through prevention tools
- To involve more local parties for the program

NUMBER OF BENEFICIARIES:

- 136,115 parents and children directly reached in 40 cities

NUMBER OF VOLUNTEERS:

- 306 volunteers, among which 102 volunteers from Johnson & Johnson
- 34 Safe Kids certified speakers, join the program as lecturers
- 5 doctors

MAJOR ACTIVITIES:

- 82615 parents and children learn medication safety through e-curriculum download by teachers and healthcare staff in 40 cities.
 - 46000 parents got prevention tools for medication safety for children
 - 7500 children with parents joined the Interactive education given J&J volunteers, Safe Kids certified speakers and doctors
-

STORIES FROM BENEFICIARIES:

A mom with 5-year old daughter showed us what they got prevention tools for medication safety for children. The mom told us this is really a very good education with interactive games, which I learn how to protect my kid from medication related poisons, my kid also learnt not to eat before asking. Johnson & Johnson cooperated with pharmacies and communities to carry out education and publicity activities on safe medication for children in the





Goboya kindergarten in Suzhou. Nearly 70 parents and children participated in the on-site activities. Children and parents are very active in the interactive game! We help customers build a professional image, highly recognized by customers. The client hopes to continue this activity next year! Kindergarten teachers and parents have expressed that this activity is very meaningful, really help them!



II. ADHD Lectures for Parents

This was the second year of ADHD lectures for parents. Twenty ADHD series lectures were held in 20 primary schools in 7 different cities, with 5000 parents reached. The cities were Shanghai, Yuyao, Nanjing, Hangzhou, Ningbo, Guangzhou and Suzhou.

KEY FACTS OF THE PROGRAM:

RISK AREAS:

- Neurodevelopment and behavior disorders among children

OBJECTIVES:

- To raise the awareness of caregivers on attention deficit and hyperactivity disorder (ADHD) and establish a correct understanding of ADHD

NUMBER OF BENEFICIARIES:

- 5000 parents and teachers in 7 cities attended lectures delivered by doctor

MAJOR ACTIVITIES:

1. Lectures and promotions at primary schools
 - 20 themed-lectures were delivered by leading doctors in ADHD treatment: 6 in Shanghai, 5 in Guangzhou, 2 in Suzhou, 2 in Nanjing, 2 in Yuyao, 1 in Hangzhou, 2 in Ningbo.
 - Lectures were conducted among 5000.
2. Kick-of ceremony launched in Shanghai in August
 - A program launch was held in Shanghai Children's Medical Center with the ceremony of the 20th anniversary of Safe Kids China.
 - At the event, Congratulations from Troine Creppy, CEO of Safe Kids Worldwide was presented through video. Ms. Ji Qingying, the hospital head and Mr. Danny Qi, the head of Communications and Public Affairs of XJP gave speeches. There were about 50 people participated, doctors, educators reporters, parents and children.



- The launch event generated 5 reports.



STORIES FROM BENEFICIARIES:

Teacher Qian, Haitang primary school

Teacher Qian told us: “every ADHD child family is suffering of children's poor performance, the demands of the school, the complaints of other parents. Different cultural background, different resources and different family upbringing also play different roles in the growth of a child. Therefore, it is very important to build a platform, open communication channels, share rich resources and scientific and reasonable intervention to really help these families and children”.

III. Lectures on Correct Care for Seasonal Common Diseases

As part of the education on medication safety for children program, lectures on the correct care for the seasonal common disease was held for parents, focusing on the awareness of allergic rhinitis. One launch event and 5 lectures were held in 5 hospital in 4 different cities, there were Shanghai, Shenzhen, Wuhan, and Chongqing.

KEY FACTS OF THE PROGRAM:

RISK AREAS:

- Injuries related to child medicine safety
- Children's allergic rhinitis and cold identification and prevention and care activities

OBJECTIVES:

- Promote Safe medication, proper treatment and care in China
- Identify and distinguish between different symptoms of colds and allergic rhinitis

NUMBER OF BENEFICIARIES:

- 5 media reports
- 600 parents in 4 cities attended lectures delivered by doctors
- 14,000 viewership on WeChat/Weibo

KEY ACTIVITIES

1. Kick of ceremony
 - 200 parents attended
 - 5 media reports
 - 10,000 viewership on WeChat/Weibo
2. Four lectures in 4 different cities
 - Four lectures in 4 hospitals in 4 cities, there were Pediatric hospital affiliated to the Fudan university, Children's hospital of Chongqing medical university, Children's hospital affiliated to medical college of Zhejiang university, and Shenzhen children's hospital
 - Over 400 parents attended the lectures delivered by doctors





STORIES FROM BENEFICIARIES:

Mrs Zheng, 7 years old child's mum

Mrs Zheng attended the lectures. She said her son suffer from allergic rhinitis, she was able to identify and distinguish between different symptoms of colds and allergic rhinitis and targeted to give her son the correct treatment and nursing in time.

SAFE KIDS WALK THIS WAY sponsored by FedEx

By focusing on the 4 fields to promot child pedestrian safety, Safe Kids China conducted *survey, education, enviornment improvement and policy promotion*. In 2019, we conducted one survey, one schoolzone safety modification and promotion among police-decision influencers and the public as well.

- The announcement of the results of the school zone modification, which benefits one school and one kindergarten of the the community with over 1000 kids.
- A survey on distracted walking among teens was conducted in Shenzhen
- Public and School education continued

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:

- 302,000 primary school, middle and high school students of 650 schools in about 30 cities

NUMBER OF VOLUNTEERS:

- 141 volunteers

MAJOR ACTIVITIES

- 1 Survey and school zone modification:
 - A survey on distracted walk in Shenzhen was conducted with two middle school and two high school students were involved.
 - A school zone survey was conducted. After the survey, the school zone modification was conducted, which benefited over 1000 kids in the community.
- 2 School Education



- The education was done by schoolteachers. Safe Kids distributed the curriculum to teachers and also posted curriculum on-line (safekidschina.org/teaching center), which gained over 300 downloads over 20 cities
- Over 302,000 students reached.

3 Volunteer activities

- 57 FedEx volunteers self-organized in-school educational activities, reaching 908 children
- 14 volunteers participated in an online activity for *World Day of Remembrance for Road Traffic Victims* by reposting key poster and writing down their feelings or creating their own slogans.

STORIES FROM BENEFICIARIES:

Three Beijing student said after the education given by FedEx volunteers:

- “We shall not look at e-devices whiling walking. What a great and lively class FedEx volunteers gave us!”
- “I learned that the correct steps to cross a road is looking left, then right, then left again. And Also, wearing or carrying reflecting materials enables the drivers to see us more clearly, which, is especially important at night.”



School Zone Safety Modification in Guangzhou



Student Xu : I need to cross the street to school but the e-bikes and cars are coming down very quick over the bridge near our school. Now we the speed bump, the cars and bikes reduce the speed a lot. At the same time, the adding crosswalk helped me cross safely



SAFE KIDS @ HOME sponsored by Honeywell

The 2019 is the 15th year of the program. It made a significant growth and gained the recognitions.

- With the support and recommendation of Jinan CDC, the project entered Zhangqiu district in Jinan for the first time. About 13,000 students from 21 primary schools were educated in Zhangqiu district.
- Honeywell, Safe Kids China and Yilin Primary School built a safety education demo classroom in Yilin Primary School, which is the third safety education demo classroom set by Honeywell and Safe Kids China through the Safe Kids at Home program.
- The program was promoted by Pudong Enterprise Confederation to its members.



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:

- 362,225 primary school students in 1421 cities

NUMBER OF VOLUNTEERS:

- 119 Honeywell volunteers

MAJOR ACTIVITIES:

1. Education

- School education through primary teachers, reaching 360,123 students
- School education through volunteers, reaching 20 schools and 2102 students

2. Awareness Promotion

- The 15th anniversary of "Safe Kids at Home" with media involvement to promote the safety messages to the public gained 40* in-depth reports
- 9 messages were posted on the WeChat to promote the program, gaining 215900 viewership
- The photo voting campaign theme of "To be an inspector" on H5 gained 53,119 visits, 845 contestants, 9,998 votes totally and retweeted 2,184 times

Xinying in Tianjing

I am a primary school student. Through today's study, I learned that in case of fire, I need to fold the wet towel 4-8 layers to cover my mouth and nose, and then bend down to escape. In addition, today, I learnt how to prevent fire in our daily life. I was happy to learn this before the winter vacation. I would like to share all what I learnt at school to my parents as well.



SAFE KIDS SAFE RIDE Sponsored by General Motors

The 2019 Safe Kids Safe Ride program was actively participated by GM volunteers and also by media volunteers, which was the first time the media volunteers joined the kindergarten activities. In addition, in this year, we also expanded the project to Nanjing.

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 child restraint.

NUMBER OF BENEFICIARIES:

- 52990 parents and children
- 212 kindergarten and communities in 33 cities

NUMBER OF VOLUNTEERS:

- 84 volunteers were trained by Safe Kids China
- 84 volunteer person-in-time participated in 5 kindergarten activities

KEY ACTIVITIES:

1. Kick-off Ceremony:

- The kick-off ceremony held in November in Nanjing, involving Nanjing Jianye CDC, 56 kindergartens, 56 teachers. With the support of Jianye district CDC of Nanjing, the program covered all the kindergartens in Jianye district.
- The teachers who participated in the training conducted child passenger safety education for about 19,878 children.

2. Education:

- 56 teachers and 84 volunteers were trained by Safe Kids China
- 151 people download educational content through SK-Teaching Center and educated 31,772 parents and children.
- 84 volunteers from GM and Media person-in-time participated in 5 kindergarten activities, 729 children reached.

3. Program Promotion:

- 1,043,866 viewership through 10 posts on SK WeChat and Weibo

STORIES FROM BENEFICIARIES:

Sarah Wang, a GM volunteer

Sarah told us that the children all like the education very much and joined the interactive game with enthusiasm. After the class, they can remember the five knowledge points very well. The feedback from the teacher after class is also very good as well. The teacher thinks that this course is very comprehensive, close to children's daily life, and is a very valuable education.



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:



- **Traffic injuries, especially on injuries related to child passenger safety**

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
 - 10,000 parents and children reached through different activities
-

KEY ACTIVITIES:

1. An International Forum
 - A high level seminar with 10 peoples from Safe Kids China, Law department of Shanghai Police, Shenzhen Police and car seat related parties were held. International speakers were held, they were from Safe Kids Worldwide and Safe Kids China. The participants discussed how police could do for education and for the enforcement of the child passenger law.
2. Public awareness
 - An activity named Run for Safety with multi government agency endorsement was held at Jingan Sculpture Park. Near 400 participants join the campaign. About 30 reports and messages were generated together, with on-line and off-line people involved reached over 5400 people. Child restraint usage was well communicated through messages as well as demonstration by the police.
 - A media involved CPS promotion was held at Shanghai Pudong Maternal Hospital with the objective of having car seat when having new baby taking home. The activity included lectures and correct installation guide to pregnant. Families with newborns left the hospital that day got a rear face car seat as well. Twelve reports were generated after the activity including 3 TV and video reports. The local government also post the activity information onto its website.
3. Maternal hospital Lecture

Two maternal hospitals in Shanghai had child passenger education to pregnant through monthly or weekly education cause and also video as well.
4. CPS training to Shanghai Police

August 29, Safe Kids China held a child passenger safety basic course training to Shanghai Police. The course including why child restraint is important, how to select right child restraint and correct installation. There were 12 policemen from 7 districts of Shanghai participated in the training. This is the first time that we held such a training to Shanghai Police and got a very good feedback. The evaluation of the course showed that 92% of the participants said this is a very good training and they would like to introduce this training to others. The participants also said that they hope the course could be longer and had more practice.
5. Support the Shanghai Police for law execution and education

Collaborated with Shanghai Traffic Police, Safe Kids China conducted a child passenger safety promotion activity on September 29th at the gate of Liuyi kindergarten. There were totally around 20 parents educated on site and three car seats were checked. About 100 parents got educational materials. The activity generated over 17 reports which well communicated about the traffic law on children must use



car seat under 4 and seat at the back of the car under 12.

6. CPST month

Monthly lecture given by CPST on child restraint was on the schedule of pregnant school of Pudong and Songjiang Maternal hospital. The activity has been held 29 times from June 2019 to November 2019.

Over 870 pregnant attend the lectures.

7. Social media promotion

39 tweets were sent out on the Safe Kids China WeChat and Weibo. 495961 viewership gained through social media.

STORIES FROM BENEFICIARIES:

President Yang of the Shanghai Pudong Hospital

President Yang of the Shanghai Pudong Maternal Hospital told a reporter: Families that welcome new baby should receive a comprehensive knowledge of newborn protection during the perinatal period, including safe travel. Help parents to protect their children from traffic accidents is our maternal hospital a necessary job. We hope that young parents will learn about child passenger safety during pregnancy and be prepared to avoid and minimize injuries from the first step they take when they leave the hospital with their newborn. At the same time, we also call on the whole society that let each of our newborns use child restraints correctly from the first step. It is a great pleasure to work with Safe Kids China on this meaningful project.



Programs initiated by Safe Kids China

I. Child Passenger Safety Technician (CPST)

Since 2004 when the Child Passenger Safety Technician Training was introduced in China, Safe Kids China has held training for 9 times, involving 90 people. They come from 17 cities. Safe Kids China has already set up 14 CPST check station in 6 cities, among which 8 are in Shanghai.

Safe Kids China initiated “CPST Action Month” every November from 2015. Now it is the third year. This year, 6 CPSTs from 3 cities have conducted 4 activities, directly reaching over 60 people while having 13 car seats checked.

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:

- 1106 Children/Family reached
- 83 social volunteer or community people involved
- 25,504 Weibo & WeChat viewership

NUMBER OF VOLUNTEERS:

- 15 CPSTs

KEY ACTIVITIES:

1. CPST training
 - 4 days CPST training supported by JingAn CDC
 - 7 CPST trainers from JingAn CDC & community hospital of JingAn District
 - JingAn CDC became the 14th CPST check station
2. Short course for Shanghai police and community people
 - Tian Jing: 32 participants
 - Shanghai public security Museum: 12 traffic polices from 6 district of Shanghai
 - Shanghai JingAn CDC: 26 participants, 1043 Children/Family reached
3. CPST Month
 - 6 CPSTs apply to hold checkup event and promotion meeting
 - 60 Children/Family reached, 13 car seat checks

II. Safe Kids Certified Speakers

Safe Kids Certified Speakers Training has been held for 4 years, during which about 170 people from more than 30 cities certified as a Safe Kids Speaker. They are dedicated to the promotion of safety knowledge and behaviors in schools, communities and among the public not only in metropolitans but also in second and third-tier cities of China, benefiting ten thousands of children and adults.

KEY FACTS OF THE PROGRAM:

RISK AREAS:

- Injuries related to children

OBJECTIVES:

- To encourage more people on child injury prevention by capacity building
- 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:

- 70 Safe Kids Certified Speakers were certified in 5 cities
- 5407 adults and children at different ages educated and trained
- 68 activities held in 5 cities

NUMBER OF VOLUNTEERS:

- 61 Safe Kids Certified Speakers in 15 cities

KEY ACTIVITIES:

1. Training and Certification

68 activities were conducted, including training, lectures, in-school activities and in-community activities

61 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 Foshan, Dongguan, Fengtai, etc

2. 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

3. Program Promotion:

- Promotion through Weibo and WeChat, gained 10,000 viewership.

STORIES FROM BENEFICIARIES:**Xin Xiaohui, Beijing, Speaker of the Year (2019)**

Thanks to Safe Kids China for giving me this honor and recognition!

I chose to be a Safe Kids China certified speaker because I wanted to spread child safety knowledge under professional guidance, and by doing so, to help more children and families, especially those in the remote areas.

I hoped that my action could encourage more people to pay attention to the physical and psychological health of children and teenagers. Children are the future of our nation. And safety is the best love we can offer them. Wish every child had the chance to enjoy a beautiful and colorful future.

“Saving Live You Can” ---- Hands-only CPR

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. Up to now, over 2 thousand of people learn CPR through our program.

RISK AREAS:

- Injuries related to drowning

OBJECTIVES:

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

NUMBER OF BENEFICIARIES:

- 400 citizens learned and practiced

NUMBER OF VOLUNTEERS:

- 19 person-time

MEDIA RPORTS:

- 389 Weibo & WeChat viewership

ACTIVITIES:

- 8 on-site activities to the public on learning hands-only CPR and AED
- About 400 citizens learned and practiced
- 19 students from the Song Qingling school volunteered

STORIES FROM BENEFICIARIES:

A student from Soong Ching Ling School



I am a student of Soong Ching Ling School. For the first time, I participated in hands-only CPR publicity activities. Through professional training, we learned and mastered the basic skills and key points of hands-only CPR and introduced CPR knowledge to people in the subway station. I usually have a lot of extracurricular activities, but it's the first time for me to

face the public directly. One day's activity is over, and my voice is a little hoarse. But I'm glad to share the professional first aid knowledge to people and hope to participate in the activity again.



III. ROAD SAFTY PROMOTION

Since 2016, Safe Kids China initiated a public awareness event on road safety, which is collaborated with Shanghai Police. In 2019, through on-line and off-line activities, the event reached over 4000 people, over 1000 more than the previous years.

RISK AREAS:

- Injuries related to road safety

OBJECTIVES:

- To enhance awareness on road safety

NUMBER OF BENEFICIARIES:

- 4,000 people joined the activity
- 10 media reports generated
- 142,000 viewership

NUMBER OF VOLUNTEERS:

- 70 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. 70 volunteers from all walks of life went around the park to promote road safety by distributing road safety messages to over 3000 citizens in the park. The event generated 10 reports and 142,000 viewership.

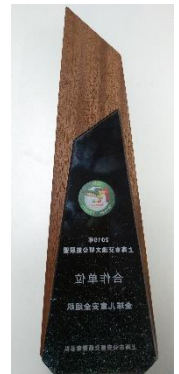


- Participants learned various ways of securing their road safety by experiencing 10 interactive road safety games, such as car seat installation, road regulations Q&A, CPR and AED lesson, drunk driving simulation, night visibility test, safe riding tips and how to use helmets correctly.
- Many citizens also wrote down their own road safety tips to themselves and to their families, such as “safety is life” “traffic rules always in mind” to support the event.
- The participants also delivered road safety messages and collected hundreds of signatures from citizens to appeal for a safer road environment with help of advanced technology and awareness.
- 95 participants did feedback questionnaire for the events. According to the feedback survey after the event, the average mark of satisfaction with the event is 4.8 (5 is full mark), which rise 0.13 compared to 3rd Run for Safety:98.95% of them felt very satisfied
- The top 5 popular games are “CPR and AED”, “Child passenger safety”, “Safe Riding”, “Night Visibility”, . “Blind area around the car”.

STORIES FROM BENEFICIARIES:

Leo, a 5-year-old boy

Leo joined the activity and he told us: “I enjoyed this activity, it was fun and interesting. I learned a lot of safety rules and road safety regulation through those fun games. I will tell my friends and my parents that don’t play on the cell phone or ipad while walking and driving. I want to come again next year.



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 for the 4th year.



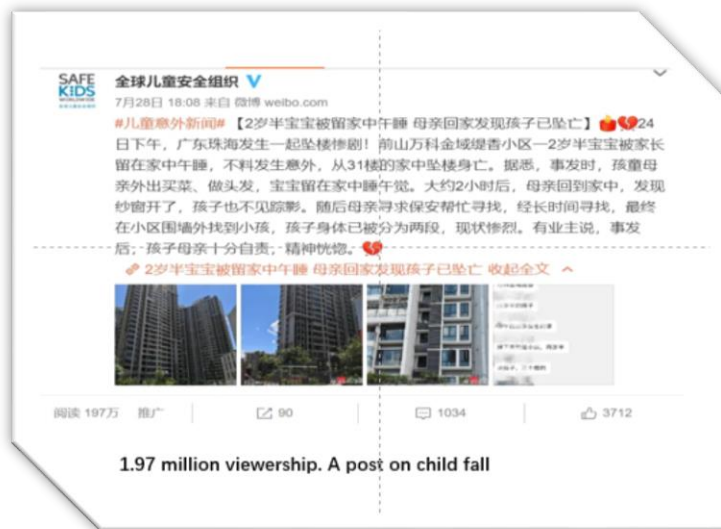
Safe Kids China in Media

In 2019, Safe Kids China kept a high media exposure with over 34 million viewership at social media of Safe Kids China



- 34 million viewership of Sina Weibo and WeChat with over 2300 posts
- 2 posts gained over 1.5 million viewership
- 43 posts gained over 100,000 viewership
- 200 media reports

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



Injuries are preventable!

Our Mission is to reduce all the preventable injuries among children!

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