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 model 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

June, 2009
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15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的儿童受伤害，往往留下终生残疾。报告同时指出，如果在世界范围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。整体伤害占死亡原因中的90%左右，除了死亡，每年非故死性死亡使数百万的儿童因此需要医疗救助。其中许多儿童留下了终身残疾。

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善全球儿童健康至关重要，这就显得尤为重要。所以，预防儿童伤害计划需要成为儿童健康整体策略中一个重要环节。卫生部门应负主要责任，同时伤害预防应是儿童生存整体规划指标中的一个方面。

伤害不是不可避免，而是可以预防和控制的。减少伤害是一个高性价比的公共卫生策略——干预的成本通常比伤害结果导致的费用要低很多。在高收入国家已被证明可以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，每天超过千名儿童的生命就可能得以挽救。

报告同时指出，2002年9月，联合国大会采用了由儿童保护中心（UNECA）和儿童基金会（UNICEF）联合发布的一系列的千年发展目标。其中目标4是：从1990年到2015年，将5岁以下儿童的死亡率降低2/3。在联合国成员国承诺到2015年达到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其工作规划中，到时将不会完成中的第4项目标。

图1：伤害与糖尿病、青少年和劳动力人口的第1位死亡原因

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

《世界预防儿童伤害报告》指出，伤害和其他疾病一样是可以被认识、预防和控制的。全球范围内，经证实对儿童伤害预防有效的干预措施包括：儿童佩戴安全的头盔和背心，设计儿童无法打开火柴使用的火柴；利用和水桶不合的木头等。多年来，中国政府也采取了一些有效的干预措施，如：使用摩托车使用安全带，将游泳池纳入学校课程等。我们相信，通过更多部门的积极参与和共同努力，逐步降低儿童伤害的目标是完全能达到的。
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唯一目标的非营利性组织，于1987年在美国国立儿童医学中心在华盛顿特区成立，其创建者为美国医生吉尔。”

全球儿童安全网络致力于通过教育、行为、法规和环境的改变来预防儿童意外伤害的发生。它依靠全球17个成员国在当地组织的支持来实现全球性的工作。安全防护专业人士和实施伤害预防项目，并达成目标。

图4：协作团队数量与儿童意外伤害死亡率的相关性

1987至今
- 在美国，儿童意外伤害的死亡率降低了45%，相当于挽救了38,000名儿童的生命。
- 儿童意外伤害死亡率
- 协作团队
- 314

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可以有效预防各种儿童意外伤害。因此，全球儿童安全网络结合多元的因素来设计降低伤害的项目：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：
  - 参与健康和安全宣传活动；
  - 检查安全座椅；
  - 举行骑车竞赛活动。
- 以6E为基础，我们是这样做的
  - 建立协作的团队

制定和加强法规(Enactment and enforcement)：通过加强法律的颁布和强化法规，制定有效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，包括儿童增高坐垫和其他规定。
- 宣传消防和温泉区需要有围栏。
- 在美国消费品产品委员会证实儿童洗澡是幼儿的危险。
- 国家高速交通安全管理管理局要求关于儿童安全座椅的注册的规定。

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。
- 记录安全教育的材料数量，参与教育活动的儿童数，以及媒体对活动的报道数量。
- 评估关于约束儿童使用法令的加强是否促进了更多的家庭去安装约束装置。
- 评估儿童乘车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装配约束装置和安全座椅。
- 开展骑车比赛和鼓励低收入家庭的孩子们参加。
- 给家长关于儿童安全座椅的知识，并免费或低价地给予有需要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、州以及当地的合作伙伴，参与的灵敏参与者。
- 邀请新的合作伙伴加入，对伤害的某一领域进行预防(如，交通安全工程师或对步道像伤的预防，有资质的运动员训练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、安全船周和国际安全上学日等。
• 持续性干预项目

• 儿童安全

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。数百个家庭通过大众教育、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助。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。

• 100万儿童座位得到安全检查

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“从未安全带”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出安全宣传资料，手把手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360万的儿童座椅。

2008年8月，100万儿童座位得到安全检查。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商定的工作，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高速2000年启动了“儿童安全步行活动”。该活动旨在预防儿童步行者伤害为目标。儿童安全步行活动目前已有6个国家和全美18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、教育儿童和提高公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行者的道路环境，并促进了全美儿童步行者的死亡率在1987-2005年间降低了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、劳动和养老金委员会召开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泳池和温泉排水口引起的溺水伤害，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用了三年的时间大力宣传泳池安全，同时国会及参议院宣传关于制定泳池安全新法令的必要。终于在2007年12月得以实现。

• 儿童安全座椅法令

30万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，进行儿童乘客安全的宣传活动。他们的工作包括起草议案，在法令会议上展示安全座椅的重要，向媒体和大众宣传等。自1996年全球儿童安全网络通过“从未安全带”（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教教育活动。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、滑旱冰等）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，联合社会资源，开展安全教育，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IEH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1：大众、儿童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大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带标志等学校门口交通设施的建议。2005年8月，上海率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。
- 2006年，社区需求评估项目促成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1999年至2010年，每年由镇、村联合主办，为儿童安全周活动参与者提供了一个了解伤害预防的重要性的平台。

* 受众2：家长和儿童（图6）

**目标：**
- 提高对儿童伤害的认识，从家长和儿童共同考虑预防伤害，减少儿童伤害的发生。

**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，针对不同类型的伤害，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、儿童烟花燃放安全等，为家长和孩子提供了教育的工具。
- “增强家长安全意识”是一个以教育0-6岁儿童和家长安全护儿为目的的教育活动，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”入校教育活动自全球儿童安全网络的教材和课件为基础，通过示范课的观看，各地的学校都开展了安全教育，使安全教育成为学校的必修课之一。
- “儿童安全规章”检查学校的安全设备和设计家庭逃生路线来避免一个安全环节的活动。活动中通过假期作业和互联网平台，指导孩子消除隐患，主动预防，在假期这一伤害频发的期间帮助孩子避免伤害。

建立共建合作伙伴（国家级、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、卫生部门、医疗部门、研究部门以及企业等各方的共同参与。因此，从一开始，全球儿童安全网络就领导建立起各层级共建合作的机制，以下有几个例子：

* 建立国家级的共建合作伙伴：

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18个城市展开了儿童安全步行和儿童烟花燃放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。
十年中主要儿童伤害研究和干预项目

儿童伤害主要研究
- 《中国大城市儿童意外伤害状况及家长认知水平调查》
- 《中国大城市儿童跌落状况分析》
- 《上海外来农民工子女意外伤害状况》
- 《中国大城市儿童烫伤状况分析》
- 《中国儿童交通事故道路交通伤害报告》
- 《中国0-14岁儿童意外溺水状况》

儿童伤害干预项目
- 儿童安全管理（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）
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 are the leading cause of death among children aged 1 to 14 in China (Chart 1), with nearly 80,000 children aged 1 and under died, an average of 150 children died every day. The number of deaths from unintentional childhood injury is just the tip 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 18, 2007. It said that the Chinese government has been highly attention to injury prevention, and has taken various 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 66% 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 in 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 2000, compared 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 bathtubs and basins, and etc. During the past years, Chinese government has taken some of the measures proved to be effective at home, for example, regulations on headrests 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.

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 has 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 1990 while Austria saw a 75 percent decline between 1993 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 multilayered, 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:
- Starting 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, parks, batting diamonds and tracks, for safer play.
- Working with manufacturers to enhance child safety seat design and installation instructions.
Chart 4: The growth of the coalitions with a trend of death rate reduction in the US

From 1987 till now
In the United States, we have contributed to a 45 percent reduction in the child mortality rate from unintentional injury.

45% child mortality rate from unintentional injury

314 Collaboration team number

What We Do With Six E’s

• Coalition Building
  From the inception of the National Safe Kids Campaign in 1997 to 2005, Safe Kids USA and its more than 650 coalitions and chapters, parents, educators, 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 had declined by 45 percent in the United States.
  The chart demonstrates growth of the coalition with a trend of death rate reduction in the US.

• Sustainable Intervention Programs
  In 1997, 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 multidisciplinary efforts combine community safety events and media outreach with retail promotions that reach millions of households with housing 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 2008. 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 Week this year has reached millions of families in hundreds of communities around the globe. More than 173 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 in 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 in Water 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 mortality from drownings and spa draws. 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. Senator 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 2008, 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/GMACD Motorists 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 1984, Safe Kids launched bike helmet programs to promote helmet use for child cyclist safety. In 1988, 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, skateboard).
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-sectons 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 1990 kindergartens and 5000 healthcare staff in Guangzhou. They will educate around 400,000 parents. CPR (cardiopulmonary resuscitation) was incorporated into child injury prevention training course, too.

- **Building Community-level Coalition**
  Community Needs Assessment Project: collaborated with Shanghai Haonu 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 tree and moving trash bin which blocked the crosswalk before school gate.
Children Injury Surveys & Intervention Programs

Major surveys:
- Data Review on Childhood Falls in China (2005).
- Data Review on Childhood Burns in China (2006).

Major intervention programs at kindergartens and schools:
- Home safety
- Pedestrian safety
- Fire/Smoke prevention
- Vacation safety
- Water safety

Mr. Zhang moved to Shanghai from Hong Kong in 2004. He was a construction worker who had worked in the city for five years. The summer was the peak season for construction, and Mr. Zhang was often busy. One day, he was working on a high-rise building and fell from a window. He was rushed to the hospital in critical condition.

A study conducted in 2006 found that construction workers were at a higher risk of falls from heights. The study recommended that safety training and equipment should be improved to prevent such accidents.

* Members of Safe Kids Worldwide

Safe Kids Austria/ Grosse Schuetzen Kleine Osterreich
Safe Kids Australia/ Kidsafe Australia
Safe Kids Brazil/ Criação Segura
Safe Kids Canada/ Sécurité Jeunes Canada
Safe Kids China
Safe Kids Germany/ BAG Mehr Sicherheit für Kinder e. V.
Safe Kids Israel/Beterem
Safe Kids Korea
Safe Kids Jordan/ The Royal Health Awareness Society
Safe Kids Mexico
Safe Kids New Zealand
Safe Kids Philippines
Safe Kids South Africa/ Child Accident Prevention Foundation of Southern Africa
Safe Kids USA
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