KEEP CHILDREN SAFE
2015 Safe Kids Annual Report

Keep all children safe from preventable injury through evidence-based global practice.
The 2015 was the year, we made differences by creating new programs to address the upcoming challenges of child safety in China such as child passenger safety, teens’ pedestrian safety, child medication safety and air pollution as well. You will find those programs in the report which help parents and children away from injuries.

Through all the programs, we reached over 1.72 million children and parents. Over 5,900 volunteers involved in programs, among whom, 2,774 were corporate volunteers. The programs generated over 400 media reports.

In 2015, our social media achieved over 390 million impressions, listed as top 3 social media for its impressions among all the NGOs in China, ahead of UNICEF CHINA.

It was with all of our sponsors’ support that we could address those new issues with programs that help families and our children away from those preventable injuries.

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

Monica Cui
Executive Director
Safe Kids China
LANDMARKS IN 2015

Child Passenger Safety
We introduced child passenger safety technician program into China. Up to the end of 2015, there were 3 child passenger safety technician instructors, 46 technicians and 7 child passenger check stations in China.

Survey on Distraction while Walking among Teens
We released the survey on teens walking distraction, which is the first on such a topic in China. The results of the survey provide us a guide for behavior education to teens, while, the survey achieved a high media exposure.

Medication Safety for Children
New survey results on medication safety for children highlighted all family members’ involvement in keeping children away from medicines, especially grandparents. The results was picked up by the Xinhua news agency and “TOUTIAO” (the top news) in the social media.

In-door Air Quality
The Safe Kids Home program conducted an in-door quality air survey, which boarded the program on home safety from fire-burn prevention, gas leakage prevention to in-door air quality, one of the leading issues of child health in China.

Youth Leaders in Action
A youth leader team was built up through four years’ efforts of the Youth Driving-safety Program. There have been 182 leaders in 12 universities in 9 cities. Those leaders now take the lead in their university campus on road safety promotion.

Safety Promotion among the Public
TOP.3 for social media impressions of all the NGOs in China.
Two road safety ads was endorsed by Shanghai Police and gained the opportunity to air on all the public buses, subway lines and Shanghai International TV channel (ICS) as well.

**Key Achievement Numbers:**

- 3 surveys were conducted, one on medication safety; one on road safety among teens and one on indoor air quality
- 1.72 million children and parents were reached through 9 programs.
- 5,669 volunteers joined in our activities, among whom over 1,701 were corporate employees.
- 497 media clippings.
- 390 million impressions of the SK social media (weibo) Top 3 impressions of social media among NGOs in China
# Program Summary

## I. Medication Safety for Children

*Sponsored by Johnson & Johnson*

### Risk Areas:
- Poisonings related to Medicines among children

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

### Number of Beneficiaries:
- 2000 parents & children aged 3 to 6 in 3 cities

### Number of Volunteers:
- 340

### Activities:

1. **Research:** Poisonings Related to Medicines among Children

   **Methodology:**
   - Hospital 3-yr data collection and analysis
   - Questionnaire survey among parents on behaviors related to medication safety

   **Main Results:**
   - From 2012 to 2014, poisonings related to medicines keeps growing (52%/64%/73%)
   - From 2012 to 2014, the proportion of mistaking medicines among poisonings related to medicines keeps growing (58%/72%/77%)
   - Children aged 1-4 is the leading group for mistaking medicines
   - Medicines related to cardiovascular diseases enlisted among the top 3 medicines taken by children for 3 years

   *To know more about the survey results, here is the linkage of the whole report:

2. **Advocacy:** Media Roundtable

   **Description:** A media roundtable was held on Dec. 19 to release the survey results of the medication safety for children. Seven media participated

   **Achievements:**
   - 20 media reports were generated, among which 5 were paper media
   - The story was on the “TOUTIAO” of the social media, which has over 350 million registered followers.

   *Here are linkages of the coverage:
   [http://toutiao.com/i6232191731698237954/]
   [http://fashion.ifeng.com/a/20151221/40142268_0.shtml]
   [http://mt.sohu.com/20151224/n432445622.shtml]*
3. **VOLUNTEER: Safe Kids Month**

**Description:**
J&J volunteers conducted child safety interactive activities in their local cities with safety messages and tools developed by Safe Kids China during June or July. The theme of the month was home safety.

**Achievements:**
- 329 J&J volunteers from 40 J&J teams joined
- 37 activities were conducted in 30 cities
- 1,020 children were benefited

4. **Education: Home Safety with Band-Aid**

**Description:**
Safe Kids China provide home safety education to Mom during the Mother’s Day through social media and lectures

**Achievements:**
- 50 moms attended the lectures
- 59,308,228 impressions achieved through social media
II. SAFE KIDS WALK THIS WAY

*Sponsored by FedEx*

**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:**
- 366,547 primary school students of 1,217 schools in 14 cities

**NUMBER OF VOLUNTEERS:**
- 1008 volunteers

**ACTIVITIES:**

1. **RESEARCH: Distraction while Walking among Teens**

   **Methodology:**
   - Observe students walking while they were on/off school in Shanghai

   **Main Results:**
   - 1,000 middle and high school students participated
   - 240 students using e-devices while crossing under a busy traffic with a vehicle per 2.7 second; among them: 42.5% listening to music; 22.5% texting; 15.8% playing games and 10.4% talking on the phone

   To know more about the survey results, here is the linkage of the whole report:

2. **ADVOCACY: Release of Survey Results and Public Advocacy Video**

   **Description:** Two advocacy activities were held. One was the release of the survey on “Distraction while Walking among Teens”; another was the release of a video on this topic.

   **Achievements:**
   - 150 students joined in the survey release event with 8 media participation and also joined at ATP event in Shanghai to promote safe walking.
   - 74 reports were generated
   - 85 times of the video on “Safe Kids No Distraction” aired on ICS TV and also on all the public buses of Shanghai

   Here are linkages of the video and some media coverage
   
   Video [http://v.youku.com/v_show/id_XOTI0NzA1NDY0.html?from=y1.7-1.2](http://v.youku.com/v_show/id_XOTI0NzA1NDY0.html?from=y1.7-1.2)
   
   Media coverage [http://news.ifeng.com/a/20150510/43725150_0.shtml](http://news.ifeng.com/a/20150510/43725150_0.shtml)

3. **ADVOCACY: #SAFIE**

   **Description:**
   #SAFIE is online photo sharing project during UN Global Road Safety Week

   **Achievements:**
   - 547 #SAFIE photos were collected
   - 3000 supporting signs were collected
4. EDUCATION: Curriculum to Primary Schools

Description:
Teachers delivered the lessons to primary school by education with Walk This Way curriculum developed by Safe Kids China. The theme is “See and Be Seen”

Achievements:
- The education reached 364,242 children through 1,217 schools in 14 cities
- 9 media clippings were generated.

5. VOLUNTEER: On-line Promotion Activity

Description:
An on-line advocacy program on road safety was launched by tweets Safe Kids’ messages on the World Day of Remembrance for Road Traffic Victims.

Achievements:
- 987 FedEx volunteers participated in the online advocacy message retweeting
III. SAFE KIDS @HOME  

*Sponsored by Honeywell*

**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 death and injury

**NUMBER OF BENEFICIARIES:**
- 764,301 primary school students and community residents in 17 cities

**NUMBER OF VOLUNTEERS:**
- 188 volunteers

**ACTIVITIES:**

1. **EDUCATION: Curriculum Update**
   **Description:**
   - Update the curriculum with videos in order to help teachers as well as volunteers give the correct message as well as help on interactive games
   - Dr. Wang Li from Honeywell was involved.
   **Main Results:**
   - Three videos were created and welcomed by volunteers and teachers a lot.
   - Over 79,020 viewership of those videos
   To watch the videos, here are linkage: [http://www.safekidschina.org/safekidsathome/](http://www.safekidschina.org/safekidsathome/)

2. **EDUCATION: Parents and Children through School and Communities**
   **Description:** The Safe Kids @ Home curriculum contains three thematic contents including indoor air quality, home gas leakage prevention and home fire prevention. The education was delivered through school-based education including school teachers and Honeywell volunteer ambassadors, and through online-based education including program mini-site and social media platforms.
   **Achievements:**
   - The new curriculum was endorsed by the Shanghai education bureau as one of the winter vacation home work for all the students in Shanghai
   - Over 1000 teachers got new curriculum introduction
   - 514, 360 children in 1,076 schools got educated through teachers
   - 230,000 residents got safe messages through Shanghai Huamu community

3. **ADVOCACY: News Release & Social Media Promotion**
   **Description:**
   The program was promoted through social media to enhance its awareness by one program kick-off news release and messages on social media
   **Achievements:**
   - 83 media clippings
   - 1,021,459 impressions of social media
4. VOLUNTEER: **In school activities with volunteers**

**Description:**
With new curriculums and game tools, Safe Kids China packaged all the educational materials into a box named as magic box. With this magic box, volunteers did several activities in schools.

**Achievements:**
- 52 activities were conducted by volunteers
- 19941 primary school students were reached in 52 schools in 17 cities
- 188 volunteers joined
IV. YOUTH SAFE-DRIVING SAFETY PROGRAM

Sponsored by Continental

RISK AREAS:
- Injuries related to traffic crashes among youths

OBJECTIVES:
- To enhance road safety awareness and promote safe-driving behavior among youths through the training program among university students

NUMBER OF BENEFICIARIES:
- 468,577 people, among whom 15,000 were university students

NUMBER OF VOLUNTEERS:
- 62 universities and 28 continental employee volunteers

ACTIVITIES:

1. ADVOCACY: Kick-off Ceremony
   Description:
   A kick-off ceremony was held in Shanghai with the combination of Continental Family Day. The ceremony was endorsed by Shanghai Police.
   Achievements:
   - 3000 families members attended the ceremony and participated in the interactive games on safe driving
   - 18 media reports were generated.

2. EDUCATION: Training to University Students
   Description:
   The education to university students was conducted through the training-the-trainer process. Youth leaders were selected and trained. Those youth leaders, then, held training for their peers by themselves.
   Achievements:
   - New training materials and tools were developed for students
   - 62 youth leaders from 4 university in 4 cities were trained by Safe Kids
   - 15,000 students were trained by youth leaders

3. VOLUNTEER: Community Activities
   Description:
   By the end of 2015, Continental volunteers actively joined the program by holding local activities by themselves after being trained by Safe Kids China. It will come out more in the coming 2016
   Achievements:
   - 2 activities were held in 8 cities
   - 3,117 young people were reached
   - 28 volunteers joined

4. ADVOCACY: Promotion at Driver Health Check Station
   Description:
The program was promoted through the new driver health check stations in Shanghai through posters and safety message leaflets. At the same time, the program was promoted through social media as well.

Achievements:
- 439,200 people were impressed through posters and promotional cards at driver health check stations
V. **Child Passenger Safety**  
*Sponsored by General Motors*

**RISK AREAS:**  
- Injuries related to child passengers.

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

**NUMBER OF BENEFICIARIES:**  
- 48,977 parents and children aged 3 to 6 in 10 cities

**NUMBER OF VOLUNTEERS:**  
- 27 volunteers were trained by Safe Kids China

**ACTIVITIES:**

1. **EDUCATION: Curriculum Update**

   **Description:**  
The program focused on child passenger safety as well as in-and-around the car safety through kindergarten education.

   **Achievements:**
   - The curriculum for parents and children education was updated with 5 key messages of child safety, especially on child passenger safety.
   - A graphic booklet was developed for interactive learning for parents and children at home
   - A video was also developed according to the curriculum.
   - 1,630 kindergartens got the curriculum introduction information
   - The curriculum was endorsed by Shanghai Youth Protection Office of Shanghai Education Committee

2. **EDUCATION: Parents and Children through Kindergartens**

   **Description:**  
   A graphic booklet was developed for interactive learning for parents and children at home and a video was also developed according to the curriculum.

   **Achievements:**
   - 60 teachers were trained
   - 48,977 parents and children were reached
   - 1,322 kids from 52 kindergartens joined in coloring competition

3. **ADVOCACY: Program Kick-off Ceremony**

   **Description:**  
   A program kick-off ceremony was held in June. Families from GM attended the ceremony. Safe Kids China invited 5 CPS technicians to provide car seat check for parents.

   **Achievements:**
   - 5 CPS technicians gave education to all the participants (around 60 people)
   - Over 58 media reports were generated, such as Beijing Youth Daily, Oriental Morning Post and Xinhuanet.com, etc. ([http://sh.xinhuanet.com/2015-06/04/c_134297957.htm](http://sh.xinhuanet.com/2015-06/04/c_134297957.htm))
VI. ROAD SAFETY FOR CHILDREN

*Risk Areas:*
- Injuries related to traffic crashes among children.

*Objectives:*
- To enhance awareness on road safety among migrant children.

*Number of Beneficiaries:*
- 300 migrant children in Suzhou

*Number of Volunteers:*
- 20 volunteers

*Activities:*

1. **Advocacy: Kick-Off Ceremony**

*Description:*
The program was kicked off during the Alcoa Volunteer Service Month. Alcoa top management and employees participated in the event with migrant children. After the kick-off event, Alcoa volunteer gave children education on road safety.

*Main Results:*
- 100 children participated in the kick-off event
- 60 children were educated after the event.

2. **Volunteer: In-school Activity**

*Description:*
Safe Kids China developed education tools for the volunteers and gave training to volunteers on how to use those tools. With the tools, volunteers gave education to children.

*Achievements:*
- 10 volunteers were trained
- 100 children were educated through volunteers.

3. **Education: Teachers gave education to students**

*Description:*
Suzhou Zangnan primary school got Alcoa donated educational tools on road safety. Teachers used those tool to give education to students.

*Achievements:*
- 200 students were educated through teachers.
VII. EYE PROTECTION PROGRAM

Sponsored by Novelis

RISK AREAS:
- Injuries related to eye sight

OBJECTIVES:
- To enhance awareness on how to protect eye sight and form good reading behavior

NUMBER OF BENEFICIARIES:
- 325 primary school children in Shanghai and Changzhou

NUMBER OF VOLUNTEERS:
- 80 volunteers

ACTIVITIES:

1. EDUCATION CHILDREN WITH VOLUNTEERS

Description:
During the Novelis volunteer month, Safe Kids China worked with Novelis volunteers on eye protection education to children. Educational materials and teaching tools were developed for volunteer activities.

Main Results:

- Two sets of educational materials were developed
- Around 100 children got education
- 80 volunteers joined
## VIII. EYE LOVE PROGRAM

*Sponsored by Eye Love Foundation*

<table>
<thead>
<tr>
<th>RISK AREAS:</th>
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<tr>
<td>- Injuries related to eye sight among primary school students</td>
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<tr>
<th>OBJECTIVES:</th>
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<tbody>
<tr>
<td>- To enhance awareness on safe behaviors for children on vision care so as to reduce near-sightedness and protect eyes from injury</td>
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<thead>
<tr>
<th>NUMBER OF BENEFICIARIES:</th>
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<tr>
<td>- 580 primary school children</td>
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<tr>
<th>NUMBER OF VOLUNTEERS:</th>
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<tr>
<td>- 55 volunteers</td>
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### ACTIVITIES:

<table>
<thead>
<tr>
<th>1. ADVOCACY: Program Launch Ceremony</th>
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<tr>
<td><strong>Description:</strong></td>
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<tr>
<td>This program is partnered between Eye Love Foundation and Safe Kids China. Safe Kids China developed “Eye Protection” curriculum for this program, which included educational materials and interactive tools for volunteers. A program launch ceremony was held in Shanghai in July with donors, children and media</td>
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<tr>
<td><strong>Achievements:</strong></td>
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<tr>
<td>- Educational materials and tools were developed</td>
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<td>- 80 families were taught at the ceremony</td>
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<td>- 25 volunteers joined</td>
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<td>- 10 media reports were generated</td>
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<table>
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<tr>
<th>2. VOLUNTEERS: In-school education</th>
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<tr>
<td><strong>Description:</strong></td>
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<tr>
<td>In-school education were given by volunteers with vision care magic box</td>
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<td><strong>Achievements:</strong></td>
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<td>- 500 families were reached</td>
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<td>- 30 volunteers joined</td>
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IX. CHILD PASSENGER SAFETY TECHNICIAN (CPST) IN ACTION

RISK AREAS:
- Injuries related to child passengers

OBJECTIVES:
- To enhance awareness on child passenger safety and correct usage of car seat

NUMBER OF BENEFICIARIES:
- 647 families

NUMBER OF VOLUNTEERS:
- 73 CPST person-in-time

ACTIVITIES:

1. **Two CPST training**

   **Description:**
   With support of Safe Kids Worldwide, two CPST training were held in Shanghai and Shenzhen respectively.

   **Achievements:**
   - 46 people become CPS technicians; among them, 3 are technician instructors
   - 7 car seat check stations were set up in 3 cities (Shanghai, Shenzhen and Chongqing)
   - 84 media reports were generated

2. **Community Service: Car Seat Check Events**

   **Description:**
   With the Chinese CPS technicians, we were able to hold several car seat check events, including one supported by Diono. At the same time, we set up 7 car seat check stations in 3 cities (Shanghai, Shenzhen and Chongqing)

   **Achievements:**
   - 5 car seat check events were conducted in 7 cities
   - 637 car seats were checked
   - 55 CPST person –in-time provided services to families

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![Image 1](image1.jpg)

![Image 2](image2.jpg)

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Prepared by Safe Kids China

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