RUN FOR SAFETY
Safe Kids China
2020.1.10
RUN FOR SAFETY
RUN FOR SAFETY CAMPAIGN

• A Public Awareness Campaign for Road Safety in Shanghai
• The Campaign has been held for FOUR years since 2016
• The Campaign includes on-line and off-line activities, directly reaching around 20,000 Shanghai citizens each year through three major activities:
  – The first activities: slogan collection on road safety among cities through social media
  - The second activity: a public event in a public park: families with children together join 10 road safety related interactive games and promote the road safety messages to passers-by in the park
  - The third activity: On-site and on-line interactivity promotion simultaneously. families join the event show their pictures and road safety messages through social media to get “Good “comments
1. **First Activity: Slogan Collection:**

- We launched a slogan collection before the event, and had three stages promotion (Step one: Collect the slogan; Step two: vote for the favorite slogan; Step three: announce the selected slogan for the on-site activity usage)

- **10 media** joined together posted news, such as
  - Shanghai on-line; Sohu, [https://www.sohu.com/a/301574195_121807](https://www.sohu.com/a/301574195_121807)
  - [https://health.online.sh.cn/health/gb/content/201903/15/content_9228799.htm](https://health.online.sh.cn/health/gb/content/201903/15/content_9228799.htm)

- Messages at Safe Kids China gained over 140,000 viewership

Finally **400 road safety slogans** were collected such as: seat Belt Life Belt; Drunk Drive, Death Drive; No Distracted Walk
2. **Second Activity: a public event with interactivity activities**

A public event with interactivity activities was held at a public park, children and parents joined together.

Activities includes:
1) No distracted Walk; 2) No Drunk Drive; 3) Bike Safety;
4) Puzzle Solving; 5) Child Passenger Safety; 6) Driveway Safety; 7) Road Safety Q&A; 8) Speed & Visibility; 9) Write down your five tips to you loved one; 10) CPR
2. Second Activity: a public event with interactivity activities

Participants wrote down safety tips to their loved ones.

To Sister:
Safety is Life
Healthy is Happiness
Road Safety needs to be in Heart
3. Third Activity: on-site and on-line simultaneously

The on-site activity participants posted pictures through social media and gain over 1000 “Good” comments. Through this way, the people not on-site also got the road safety information and maximized the on-site road safety promotion.
For 4 year, we gained near 100 reports and posts of the social media, which include Shanghai On-line, Xinmin News and Focus 4 of Police News……

With the media, the campaign has impact millions of Shanghai citizens

https://baijiahao.baidu.com/s?id=1631503772030339085&wfr=spider&for=pc

https://www.sohu.com/a/309693932_467373

https://www.xzrnews.com/archives/3597

http://sh.wenming.cn/jawm/jawmcj/jacjdt/201904/t20190422_5086102.htm
【大整治】“我为安全行”道路交通安全宣传活动！

4月20日，第四届“我为安全行”道路交通安全宣传活动在上海静安雕塑公园成功举行。活动以“文明出行、绿色出行、科学出行”为主题，通过多种方式宣传交通安全知识，增强市民的安全意识。

第四届“我为安全行”道路交通安全宣传活动成功举行

4月20日，由上海市公安局交通总队、市交通委员会、上海市民政局、静安区文明办、静安区绿化和市容管理局、静安区科学技术协会、静安公安分局交警支队及儿童安全组织（中国）联合举办的第四届“文明出行、绿色出行、科学出行”主题宣传活动在静安区雕塑公园成功举行。
文明出行、绿色出行、科学出行暨道路
交通安全宣传活动

上海热线 2019-04-20 13:24:03

今年，“文明出行、绿色出行、科学出行”活动在上海静安雕塑公园开展。在市民中宣传交通法规，采用低能耗、节能的绿色出行方式，利用科学新技术构建城市出行新模式。活动提倡安全、科学出行，认识生活中的科学出行的知识，认识科技对我们的影响。这是一个全民参与的交通安全宣传活动。此次活动由上海市公安局交通警察总队、上海市交通委员会、上海警察学院、静安区精神文明建设委员会办公室、静安区绿化和市容管理局、静安区科技协会、静安公安分局交通警支队、全球儿童安全组织（中国）联合主办。

【新民晚报·新民网】中国卫生统计年鉴数据显示，交通事故死伤是15－44岁人群的主要死因。今天，第四届“我为安全行”以文明出行、绿色出行、科学出行为主题，再次在上海静安雕塑公园开展。在市民中宣
Media Coverage

Activity Video

https://v.youku.com/v_show/id_XNDAzNjcxMjQ4NA==.html
Media Coverage

2019 Activity Video

https://v.qq.com/x/page/u0865uc2cva.html?
EVALUATION
RUN FOR SAFETY --- Evaluation

➢ 2019 “RUN FOR SAFETY” 350 participants joined evaluation with Q&A

➢ Major Results:

1) Do you think the activity reached your expectation: 100.00% get expectation
   - 83.16% of responders say: fully got their expectation
   - 16.84% of responders say: got their expectation

2) How do you think of activity management
   - 98.95% of responders say: very satisfied or satisfied, among them; 83.16% very satisfied

3) How do you think of the activities of road safety:
   - 97.9% of responders say: the activities are related to road safety; 87.37% of responders very related.

4) Activities most liked
   - The top fives: Child passenger safety, Safe Ride, Visibility and Driveway Safety; CPR
   - Score for satisfaction of the activity 4.8 (the highest score is 5)
RUN FOR SAFETY

FOUR YEARS --- OVER 20,000 SHANGHAI CITIZENS
THANKS

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