THIS IS MY STREET

Safer School Zone for Children

Safe Kids China
March 29, 2020
The campaign’s objective is to call for safer street for children, especially around the school zone among the public as well as policy decision makers.

Objective: Enhance public awareness on school zone safety and urge communities to make actions

Audience: General public and community decision makers and influencers
“This is My Street” Campaign
Safer School Zone for Children

Three major activities of the campaign:

1. “This is My Street” campaign: using international initiative: “This is My Street” as an opportunity to call for safer street for children through on-line and off-line activities. Gained 710,000 viewership at social media and 2000 children and parents involved.

2. “Safer Street in My Heart” Campaign: Have children design the street that they think this is the safer street and school zone for children. There were 1000 students joined.

2. School Zone Modification: Working with a community to modify a school zone as a best practice to future call for a safer street for children and we could make it happen among policy decision makers and influencers. The project benefits 2000 school kids and over 50,000 community people. Ten media reports generated.
1. “This is My Street” Campaign

A social media promotion was conducted under the theme “This is My Street”. The posts gained over 710,000 viewership.

A: Using the video “Every Day Every Child” kicking off the campaign by posting the video onto the social media. This post gained over 620,000 viewership.

https://weibo.com/p/1006061868335854/home?from=page_100606&mod=TAB&is_all=1&is_search=1&key_word=这是我的街道#_0
“This is My Street” Campaign

B: Over 2000 Chinese children’s call for “This is My Street” at their school gate and with parents together
B: The children’s calls posted onto the social media and gained over **95000** viewership

https://weibo.com/p/1006061868335854/home?from=page_100606&mod=TAB&is_all=1&is_search=1&key_word=这是我的街道#_0
“This is My Street” Campaign

This is My Street --- children’s call (video)
https://v.youku.com/v_show/id_XNDYwNzUwNjM1Mg==.html
2. “The Safe Street in My Heart” Campaign

The activity was held in schools with 1000 students drew pictures of the street that they think it will be safer for children.
"The Safer Street in My Heart" Campaign

The Safe Street in My Heart.

The street has two layers. One layer for parking, one layer for passing vehicles.
“The Safer Street in My Heart” Campaign

Drawings collected

The Safe Street in My Heart.
3. School Zone Modification
With the community’s support, the ChaoHe Primary School in Guangzhou made school zone modification, 2000 kids as well as 50,000 community people benefited as well.

**Adding speed bump**

**NO SPEED BUMP**

**ADDING SPEED BUMP & SCHOOL SIGN**

**BEFORE**

**AFTER**
Safer School Zone for Children
School Zone Modification

The ZaoHe Primary School in Guangzhou was selected for modification, 2000 kids as well as 50,000 community people benefited as well.

Adding: Crossing line

**ZEBRA CROSSING FAR AWAY FROM SCHOOL GATE**

**ADDING A NEW ZEBRA CROSSING NEAR THE SCHOOL GATE**

BEFORE

AFTER
Safer School Zone for Children
School Zone Modification

More modifications, please click the video of the whole project

https://v.youku.com/v_show/id_XNDYwNzUwNzAxNg==.html
The school zone modification was well reported by 10 media, including China Daily. The social media reached 50,000 viewership. The local TV stations reached to over 500,000 residents.


ZAKER [http://www.myzaker.com/article/5c997a8177ac6471aa6c3db2/](http://www.myzaker.com/article/5c997a8177ac6471aa6c3db2/)
Guangzhou School Zone Modification

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https://weibo.com/p/1006061868335854/home?is_all=1&is_search=1&key_word=
广州学校区域改进#_0

FedEx
https://newsroom.fedex.com/newsroom/
联邦快递支持全球儿童安全组织开展-学校区域道/
Guangzhou School Zone Modification

Local TV

http://wxshare.i2863.com/newShareUpdate/newsShareCms.html?data=c2l0ZUlkPTEyOCZuZXdzSWQ9Mjc3MzkyODcmdGFnTmFtZT1weWRzdCZ0eXB1PTE2

http://wxshare.i2863.com/newShareUpdate/newsShareCms.html?data=c2l0ZUlkPTEyOCZuZXdzSWQ9Mjc3MzkyODcmdGFnTmFtZT1weWRzdCZ0eXB1PTE2
THANKS

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