The 2016 was the year of multi-sectional collaboration. Safe Kids China (SKC) achieved the advocacy on child restraint usage written into the Shanghai Traffic Safety Rule, and maximized the resources on delivering safety messages to the public through various channels such as the subway line, cinemas, and public screens in shopping centers.

The 2016 was the year of greater impressions of social media with mini-videos. Safe Kids China enlisted No.1 in the weekly report of the impressions of Weibo (Twitter alike) of the international NGOs in China. The followers on the China’s Miaopai (a social media video platform) of SKC achieved over 1 million and the PSA video of Road Rage on this platform gained over 2 million viewership.

The 2016 was the year of getting recognized nationally and internationally. Safe Kids China got 8 awards through programs, such as the Gold Video Award of the 2016 International Safety Media Awards for the Safe Kids@Home program and the CSR Program Award at the 6th China Charity Festival for the Safe Kids Safe Ride program.

Through all the programs, we reached over 2 million parents, children and youths through various channels and involving 8,494 volunteers.

Thanks to all the sponsors, collaborators and volunteers, with your love to children and your contributions, we could help families and our children away from preventable injuries.

Safe Kids Worldwide-China
January 18, 2017
BREAKTHROUGHS IN 2016

- Child restraint usage was written into the traffic safety rule of Shanghai. Safe Kids China had contributions to making it happen.
- Child Passenger Safety Technician (CPST) station was entered into a maternal hospital, which marked reaching to pregnant women and parents with new babies.
- Alliance with pediatric hospitals for medication safety for children was established.

REMARKABLES IN 2016

Keeping Leader in Child Injury Prevention
Safe Kids China keeps programs developed with injury prevention strategies through data and evidence based.

- 3 programs were presented at the 12th World Conference on Injury Prevention & Safety Conference: Medication Safety for Children, Teens Distracted Walking and Safe Kids@Home.
- Child passenger safety advocacy and education program was presented at the Safe Roads | Safe Kids Global Road Safety Summit.
- Road safety programs were introduced in the Blue Book of Child Road Safety in China (2016).

Capacity Building
Capacity building is one of the keys for injury prevention strategies, which empowers more multi-sectional people working together on child injury prevention. In 2016, we had:

- 5 new Child Passenger Safety Technicians certified and one instructor certified.
- 17 Safe Kids Speakers certified.

Remarkable Impressions of Safety Message Promotion

- No.1 ranked in the weekly impressions of social media (Weibo) as International Organizations in China.
- Videos posted on social media reached to over 4.2 million viewership.
- 4 interviews by CCTV, 6 by Shanghai TV and 5 by Shanghai Radio.
- Posters on child restraint usage promotion was posted in the subway line of Shanghai.
- “Road Rage” video aired over 90 screens of the shopping and business centers and in cinemas of Shanghai.
**National and International Awards**

- A Partnership Award by Shanghai Security Bureau on road safety promotion.

- Program awards with our partners:
  - PSA video on Inner-air quality won Gold Award of the 2016 International Safety Media Award at the 12th World Conference on Injury Prevention & Safety.
  - Safe Kids @Home program won the Best Creative Award for the Education Award of CSR in China by the Ministry of the Chinese Education.
  - The Safe Kids Safe Ride program won the CSR Program Award at the 6th China Charity Festival.
  - The *Walk This Way* program won Leadership Award by Shanghai AmCham Shanghai.
  - The *Walk This Way* program won an award for the excellent CSR practice by Management College of Fudan University.
  - The Youth Safe-Driving program won Yixuan Award of the Chinese Auto CSR programs by Auto Business Review.
  - Eye Love program won the CSR Program Award at the 6th China Charity Festival.
Key Achievement Numbers:

3 surveys were conducted, one on medication safety; one on road safety among teens and one on youth safe-driving awareness and behavior.

2.1 million children, parents and youths were reached through 13 programs.

2,000s kindergartens and 2000s schools, 5 universities and 124 community hospitals got Safe Kids curriculums and educational materials in 21 cities.

8,497 volunteers joined in our activities, among whom over 1,387 were corporate employees.

No.1 ranked in the weekly impressions of social media (Weibo) as International Organizations in China.
43 million viewership of videos posted at SKC social media
4 CCTV interviews
6 programs with Shanghai TV
5 interviews with Shanghai Radio
339 media clipping

8 awards were gained for the programs.
PROGRAM SUMMARY

Medication Safety for Children sponsored by Johnson & Johnson

This was the fourth year of the medication safety for children program. The program got breakthrough gaining support of the Partnership of Safe Medications, China (PSM) and involving more pharmacists with the collaboration with pediatric hospitals.

KEY FACTS OF THE PROGRAM:

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 tools

NUMBER OF BENEFICIARIES:
- 30,000 parents and children aged 3 to 6 in 4 cities directly educated by teachers

NUMBER OF VOLUNTEERS:
- 240 volunteers (30 volunteers from Johnson & Johnson)

MAJOR ACTIVITIES:

1. SURVEY: Poisonings Related to Medicines among Children
   Methodology:
   - Review the data of 3 year data collected through hospitals
   - Questionnaire survey on disposal of the medicines through social media
   Main Results:
   - From 2012 to 2014, poisonings related to medicines kept growing (52%/64%/73%)
   - From 2012 to 2014, the proportion of mistaking medicines among poisonings related to medicines kept growing (58%/72%/77%)
   - 40% of interviewers admitted that they put the medicines where children could get
   - 51% of interviewers disposed the medicines with daily trash together

2. Lectures and promotions at Pediatric hospital:
   - Three activities were conducted at pediatric hospitals: two in Shanghai and one in Beijing
   - The activities including lectures were conducted among parents and children and behavior guides to parents with tools.
   - Media was involved in the three activities
   - Over 60 reports were generated. In Shanghai, we were involved Shanghai Radio with the lecture together so the lecture aired through Shanghai Radio.

3. Education giving by teachers
   - 170 teachers were trained by Safe Kids China, and they gave over 30,000 children and parents on medication safety.
   - We got 3,000 photos on parents using tools for poisoning prevention

4. Volunteers went to kindergartens to give education to children.
STORIES FROM BENEFICIARIES:
Dr. Lilan, leader of PSM team at Shanghai Children’s Medical Center

She told us: “Awareness on medication safety to caregivers is in a strenuous need. We would like to make continuous efforts making changes on Safe Storage, Safe Dosage so as to reduce the poisonings related to medicines”.

Luyiyao, 5 years old,
I brought the safety tools back home and told my mom what I learnt. My mom was so happy to use those tools and put the medicines up to the top bookshelf.

SAFE KIDS WALK THIS WAY sponsored by FedEx
The 2016 was the program had made strong impact on the teens distraction promotion which gained opportunities of multi-sectional supports such as local police, local community and local CDC as well. These multi-sectional supports helped enhanced the impact of the program among the public such as:
- The announcement of survey results on teens with the Beijing Police and China CDC support gained 32 reports
- The PSA video on teens distraction aired on the screen of shopping mall with the collaboration of Guangzhou local community and police as well
- Teens distracted walking prevention advocating activity on social media leveraging ATP achieved 427,158 viewership.

The creation of the volunteer activities such as interactive educational game voting, PSA video footage voting...etc. achieved over 900 volunteer participation.
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:
- 252,795 primary school, middle and high school students of 1,329 schools in 12 cities

NUMBER OF VOLUNTEERS:
- 997 volunteers

MAJOR ACTIVITIES
1 Survey:
- Teens-distraction survey in Guangzhou. The survey included observation and questionnaires. 1,360 middle school students in 8 schools in Guangzhou were involved.
- Survey result release of Beijing teens-distraction gained 32 reports.

2 School Education
- The education was done by school teachers. Safe Kids distributed the curriculum to teachers and also posted curriculum on-line (safekidschina.org/teaching center).
- 252,795 students reached (100,000 primary students. 152,795 middle school students)

3 School zone improvement
- One school zone improvement was implemented in Shanghai Xin Shi school, with environment modifications such as designated picking up area and speed bump. It was with a collaboration of multi-sectors of Jiangwan community.

4 Volunteer activities
- Teens distracted walking prevention icon creation and interactive educational games voting gained over 800 volunteer participation
- Teens distracted walking PSA video footage was edited for retweets, which had 134 volunteer participation
- 30 FedEx volunteers self-organized in-school educational activities, reaching 300 children

5. Teens distraction public promotion
- The promotion gained 3 media clippings and over 427,000 reads on social media
- Teens distracted walking prevention PSA II release event was held in Guangzhou on National Student Safety Education Day (Mar 28)
STORIES FROM BENEFICIARIES:
Zhao Nini (FedEx volunteers) and her daughter

Ms Zhao started to be a child pedestrian safety volunteer from the beginning of the program. She actively joined the school activity, but also leading the team for the activity. Now she is an active speaker of the pedestrian safety.

She feels so proud of being a child pedestrian safety promoter that she has her daughter joined in, too. Her daughter is now a middle school student. They together joined a talk on the pedestrian safety at Shanghai Radio and also participated in the promotion events as well.

Here daughter, DENG Jiajun, created a poster with cartoon on distracted walk prevention, which won an award by Shanghai Pudong Youth Drawing Award.

SAFE KIDS @ HOME sponsored by Honeywell
The 2016 was the 12th year of the program. It made a significant growth and gained the recognitions.
- The educational video gained a gold award of the international Safety Media Award.
- The education spread to 21 cities with “Magic Box” educational tool to volunteers.
- The program videos gained 599,100 viewership through WeChat of Safe Kids China.

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:
- 639,879 primary school students and community residents in 21 cities

NUMBER OF VOLUNTEERS:
- 1,924 volunteers (120 were Honeywell volunteers)

MAJOR ACTIVITIES:
1. Education
   - School education through primary teachers, reaching 639,292 students
   - School education through volunteers, reaching 21 schools in 21 cities and 587 students
   - Educational curriculum was also promoted through WeChat, gaining 184,770 viewership in 8 weeks
2. Promotion and Public Awareness
- The kick-off ceremony with media involvement to promote the safety messages to the public gained 83 reports
- 4 messages were posted on the WeChat to promoted the program, gaining 414,330 viewership in 3 months

STORIES FROM BENEFICIARIES:
● HONG Zhirong, 11 years old Xietazi primary school in Chongqing
On Jan 19th 2016, I had three home safety checks as an ambassader of child safety for “Safe Kids @ Home” program with the community volunteers(they were adults). I discussed with the family members about the home safety and using the “Safe Kids@home” curriculum and check list doing the safety check with the volunteers. I was so happy on what I did today and I was proud to be an ambassader of safety.

● Dave Ling, Honeywell Volunteer (Shanghai)
On Jan 29th 2016, with my team, we went to Xuhui Kangjing Keji Shiyan Primary School to give an education on winter safety. We played the educational video for students to watch, interactively with Q & A. After in-classroom learning, we conducted a fire evacuation by counting the steps to the ground floor, which helped the students understand what they needed to do for the evacuation drill. I felt happy on what the student learnt.

Youth Safe-Driving Safety sponsored by Continental

The 2016 was the 5th year of the program. The program gained a breakthrough impressions by the launch of a PSA video on road rage, a critical issue now in China and among the youth drivers. The PSA achieved over 2 million viewership. The survey on youth awareness and behaviors generated quality reports. The program expanded to six cities. We add one more safety behavior(road rage) to the original 5 safety bahaviors and the tool boxes developed for the program were welcomed and demostracted effectiveness for student leaders of the program.
KEY FACTS OF THE PROGRAM:

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:
- 499,055 people, among whom 17,340 were university students

NUMBER OF VOLUNTEERS:
- 82 university students and 12 continental employee volunteers

MAJOR ACTIVITIES:

1. Survey
   A survey on awareness and behavior on safe driving among youth in 4 cities was issued. The survey demonstrated a need on enforcement of the education among youths on safe driving and what the key issues were such as: only 39.9% of students interviewed thought the traffic crashes were preventable and 25.7% of students who could drive admitted that they once drinking-drove. The survey was conducted among 3,560 students in 4 cities with questionnaires.

2. Kick-off event
   The program kick-off event was held before a shopping mall, with the participants from Police, China CDC, and other govn’t agencies. After the event, safe interactive games was held among youths and all the passers to the shopping mall. At the event, the survey results was issued and at the same time, a PSA video on road rage was issued as well. The event generated 23 reports.

3. Education
   - Train- the- trainer
     The program was conducted through training student youth leaders of the program among students who will hold education among student.
     ● 82 program leaders were trained in 5 universities (Changchun University, Suzhou University, Nanjing Aviation University, Shanghai Huadong Ligong University and Tongji University)
     ● Over 17,000 students were reached by student leaders through giving training as well as interactive games.

4. Promotion among drivers
   - Posters and educational to driver training center
   - Posters and educational leaflets to driver health check centers.
     The above two centers delivered our educational messages to 480,000 drivers.
   - 15,000 students were trained by youth leaders

5. Road Rage Prevention
   In 2016, we added a new safety to the original five safe driving behaviors. A new PSA on road rage was produced. With the collaboration of the Shanghai Police, we had the video aired through several channels:
   - Screens of shopping mall or entertainment centers(around 90 screens)
   - Cinemas in Shanghai
   - Safe Kids WeChat with over 2 million viewership of the PSA
STORIES FROM BENEFICIARIES:

Ms. ZHU Lijun, a youth leader of the program.
I’m so proud to be a youth leader of the program. At the beginning I felt press to hold activities among students, however, we started with interactive game with goggles on drinking driving, which attrated my peer students a lot. To take well-use the rest time, we had our program into domitories, which showed very effective, we practiced safety games first, then my peer leaders went to the domitories to give training on safe-driving. To make the program high impact, we held an event of siging for the pledge of safe-driving with the colloaboration of a scrolling activity, which attacted a lot of stuents.

SAFE KIDS SAFE RIDE sponsored by General Motors
The 2016 was the year that Safe Kids Safe Ride well collaborated with government agencies, which not only enhanced program impact, but also recognized with partnership award on safe outing promotion with Shanghai Police.

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 car seat

NUMBER OF BENEFICIARIES:
- 52,329 parents and children aged 3 to 6 in 42 cities
- 155 teachers trained

**NUMBER OF VOLUNTEERS:**
- 35 volunteers were trained by Safe Kids China
- 61 volunteer person-in-time participated in kindergarten and community activities

**KEY ACTIVITIES:**

1. **Kick-off Ceremony:**
   - The kick-off ceremony held at the end of June, involving Police, Shanghai CDC, and other related govn’t agencies. What special was that the ceremony was held in a shopping mall, not only had a kick-off event, but had interactive educational games to all the shoppers as well
   - 1,000 leaflets was distributed to parents
   - 29 reports was generated

2. **Education:**
   - Curriculum and interactive learning booklet
     Safe Kids updated the curriculum which giving messages in a more vivid and clear way. While the interactive learning booklet was well accepted by teachers and parents. It was a very effective educational tools for inviting parents and children learning together on child passenger safety. The booklet was a coloring book as well.
   - Train- the- trainer
     Safe Kids updated curriculum and also educational booklet of the program and held training to teachers. 155 teachers were trained and through them, over 2526 children were educated and their parents got the educational booklets as well
   - 130 teachers of 35 cities got the e-curriculum through safekidchina.org/teaching center and gave education to 48,773 children and parents
   - 74 GM volunteers and SK speakers, together, got into 15 kindergartens and 8 communities for education and interactive games on child passenger safety, reaching 1,030 children and their parents as well
   - Over 6,000 children joined the coloring competition.

3. **Program Promotion:**
   - A PSA video on “Open the Car Door in Caution” was produced and promoted through SK Weibo and other channels, gaining over 362,319 reads
   - The coloring works of the children was also promoted in SK WeChat with 10 posts, gaining 16,305 reads.
STORIES FROM BENEFICIARIES:
Chaochao and His Mom, Guangzhou

A November afternoon, when Chaocha’s mom got Chaochao back from the kindergarten, Chaochao was so excited to tell his mom that he learnt a game on how to cross safely from two parked cars. His mom thought this was very great and said how about practice this to Chaochao. They both walked to a street that had less traffic, but two cars were parking for practice. “Chaochao did so good of what he learnt,” Chaochao’s mom told his teacher next day. When the teacher told Safe Kids this story, we were so happy as children enjoyed our lectures and game, what more important, children did learnt on safe crossing and enjoyed the learning, too.

ROAD SAFETY EDUCATION AMONG CHILDREN sponsored by Alcoa Foundation

This is the third year that Safe Kids and ARCONIC Foundation partnered together to give road safety education to children in Suzhou. In 2016, we had magic box of road safety to volunteers and teachers who used it to teacher children. The magic box is a kind of tool box which packaged all the educational materials together such as educational curriculums, interactive game tools and home assignment to children who could do it with parents together.

KEY FACTS OF THE PROGRAM:

RISK AREAS:
- Injuries related to traffic crashes among children.

OBJECTIVES:
- To enhance awareness on road safety among migrant children

NUMBER OF BENEFICIARIES:
- 1,530 migrant children in Suzhou

NUMBER OF VOLUNTEERS:
- 50 volunteers, among them, 25 university students and 25 Alcoa ShuZhou employers

KEY ACTIVITIES:

1. Program Kick-off Ceremony
   The program kick-off ceremony was held at Shuzhou ZhuangNan Primary School. Over 160 students participated in the ceremony and got in-classroom education on road safety given by Alcoa volunteers.
2. Education given by university students with magic box
   - Safe Kids gave training to teachers, Alcoa volunteers and university volunteers on how to use magic box to teach students on road safety.
   - Teachers gave education to children.
   - Alcoa volunteers and university volunteers gave interactive education to students.
   Totally, over 1370 students were educated.

STORIES FROM BENEFICIARIES:
Ms. BAO Wenrui, a volunteer of Suzhou University

I was so lucky gotting the opportunity on road safety promotion among primary students. With the training given by Safe Kids China, I not only learnt safety behaviors of road safety by myself, but also got to know how to teach primary schools on those safety behaviors.

Each time, I saw students actively joined the interactive games and hot discussion on how to be a safer road user, I was so happy that I was able to help those students to be safer on their way to school.

EYE PROTECTION PROGRAM sponsored by Eye Love Foundation
This is the second year that we partnered with the Eye Love Foundation on Eye Protection Program to primary school students and kindergarten kids as well. Through two years, the program now had more volunteers from 80 in 2015 to 774 in 7 cities in 2016. The children got benefited from 325 in 2015 to 16,950 in 2016.

KEY FACTS OF THE PROGRAM:

RISK AREAS:
- Injuries related to eye sight

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

NUMBER OF BENEFICIARIES:
- 16,950 primary school and kindergarten children

NUMBER OF VOLUNTEERS:
- 774 volunteers

KEY ACTIVITIES:
1. Update the education materials:
   The educational curriculum was updated with more interactive games and could be taught to kindergarten children, and also the games could be led by high middle school students as well

2. Education
   - Education in primary schools through volunteers with Eye Love version 1.0 curriculum, reached 9,451 students in 5 cities (Beijing, Shanghai, Wuhan, Fuzhou, Yunan and Xinjiang)
- Education in communities through volunteers with Eye Love version 2.0 curriculum, reaching over 5,263 children in 3 cities (Beijing, Shanghai and Chongqing)

3. Program promotion
- Kick-off event was held in Shanghai with media participation
  - Shanghai promotion event
    Both events got 2,236 children benefited with 8 media clippings. In addition to the events, the school and community activities got 21 reports.
- Social media and on-line promotion
  Safe Kids China promoted the program through the social media, achieved over 1.4 million reads.

STORIES FROM BENEFICIARIES:
Xiao Kexing, 4 years old
One day during the National holiday, Xiao Kexing and her 12 year old brother together joined an event on Eye Love. During the event, with my elder brother, we performed a song with eye protection messages. When I said “Don’t read books in dark light”, the audience clapped. I felt so happy and I knew that kids like me in the event learnt how to protect eyes like me, too.

CHILD RESTRAINT REGULATION ADVOCACY sponsored by GRSP
With support of Global Road Safety Partnership, we worked on child restraint advocacy. The program included seminars with key opinion influencers and working with parents together to call for the support of child restraint regulation. With efforts, by the end of 2016, the traffic regulation in Shanghai had the regulation as children under 4 must use child restraints.

KEY FACTS OF THE PROGRAM:

RISK AREAS:
- Injuries related to child passengers

OBJECTIVES:
- To advocate to implement the regulation on child restraint in Shanghai

**NUMBER OF BENEFICIARIES:**
- 4,000 parents

**NUMBER OF VOLUNTEERS:**
- 3 CPST person-in-time and 10 volunteers

**KEY ACTIVITIES**

1. **Seminar with opinion leaders**
   - A small seminar with 10 peoples from Safe Kids, related parties and opinion leaders was held. Messages to the decision-makers were discussed and updated documents for the presentation to the decision makers.

2. **Parents’ support to the implementation of regulation**
   - Mainly six activities were held gained over 4,000 signs to supported the regulation.

3. **Video on supporting**
   - A PSA video on supporting the regulation was produced with children and parents calling together on supporting the regulation.
   - The PSA video was promotion with additional 4 messages, gaining over 295,000 reads.

4. **Event on supporting regulation**
   - An event on supporting the regulation was held at Shanghai Pudong Maternal Hospital. WHO officials, Shanghai CDC, Shanghai Police, and also Shanghai Juvenile Protection Committee joined the event. There were children and parents participating the event, too.
   - The event generated 10 reports.

**STORIES FROM BENEFICIARIES:**

**Xiao Enjie, 4 years old, Shanghai and her mom**
We supported the regulation of child restraint in Shanghai and we hope with the regulation more and more children will be protected. I’m happy to join in this activity.
ROAD SAFETY sponsored by Mi Foundation

An education to children on road safety sponsored by Mi Foundation and the fund from Johnson and Johnson (China). The program included training to volunteers on road safety education to children.

RISK AREAS:
- Injuries related to traffic crashes

OBJECTIVES:
- To enhance awareness and safe behavior on road safety

NUMBER OF BENEFICIARIES:
- 1,094 primary school students and their parents in 4 cities (Shanghai, Guangzhou, Chengdu, Nanchang)

NUMBER OF VOLUNTEERS:
- 17 volunteers

MEDIA REPORTS:
- 6 reports were generated.

ACTIVITIES:
1. Safe Kids Certified Speaker Training to Volunteers
   Safe Kids held a certified speaker training to volunteers was held in March. There were 17 volunteers trained.
2. The certified speakers held 9 activities in 4 cities

STORIES FROM BENEFICIARIES:
Mr. Chen Xiao Ning
On Nov 5th, I had an opportunity to give education on road safety to 10 children and their parents in a community of Shanghai. This is the first time that I did such an education, but I felt so happy that all the children and parents joined excitedly. The children learnt how to crossing the road with parking cars and how to look right-left-right to make safe crossing. I also used egg helmet to demonstrate how important it is to wear helmet while riding a bicycle. I’m proud to be a Safe Kids speaker.
ROAD SAFETY PROMOTION *Initiated Safe Kids China*

In 2016, Safe Kids China initiated a public promotion campaign on Road Safety named “Run for Road Safety”. The program gained support from Shanghai Police. At the same time, Safe Kids China support the Shanghai Road Safety promotion on No Violation of Traffic Safety Regulations.

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.

### RISK AREAS:
- Injuries related to road safety

### OBJECTIVES:
- To enhance awareness on road safety

### NUMBER OF BENEFICIARIES:
- 500,000 people

### NUMBER OF VOLUNTEERS:
- 200 volunteers

### KEY ACTIVITIES:

1. RUN FOR ROAD SAFETY
   In April, in a public park, collaborated with Shanghai Police and 6 youths from 5 countries, 200 volunteers ran to promote road safety by distributing messages to around 500 people in the park. The event generated over 10 reports.

2. Posters on road safety to communities of Shanghai
   Safe Kids created road safety posters on 9 safety behaviors. With Shanghai Police, 3,000 posters were distributed to the communities, which reached over 500,000 citizens of Shanghai

3. Posters on child restraint promotion with the collaboration of Shanghai Juvenile Protection Committee and Shanghai CDC were distributed to:
   - 124 community hospitals
   - 1600 kindergartens and schools of Shanghai, and
   - one subway line (Line No. 12)
Safe Kids China in Media

In 2016, Safe Kids China got several opportunities with the key media in China to promote child safety messages:

- 4 interviews by the column of “Shen huo Quan” of CCTV-1 on baby carrier safety, inflatable bouncing house safety, furniture tip-over and rolling cart safety
- Invited as the child safety specialist to talk on child safety such as car seat, entertainment safety... etc. in 5 programs of “Super Parent Club” of Shanghai TV
- 5 interviews of Shanghai Radio on the topics of child injury prevention
- Invited as the child safety specialist in a talking program of the Knews in Shanghai TV on road safety
- 64 million of reads of messages posted and was over 99% of Weibo accounts in China
- 43 million viewership of videos posted at Safe Kids social media
- No.1 ranked in the weekly impressions of social media (Weibo) as International Organizations in China.

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