

2022

Safe Kids China

ANNUAL REPORT

儿童无伤害  
让梦想高飞

01/16/2023



## 2022 HIGHLIGHTS

The 2022, a year that was flying with changes and challenges. Safe Kids China collaborated closely with partners through both on-line and off-line activities to keep reaching children and families for keeping child safety. Through multi-collaboration, **we had conducted 7 programs, reaching over 3.34 million children and parents in 75 cities** through direct education, leaflets, and videos down to kindergartens and hospitals. The activities generated more than **600 media reports**, while together with the messages and videos posted onto the social media, **the total media impressions reached over 56.88 million viewership.**

### HIGHLIGHTS:

#### **The Messages on Child Restraint Use into the Law Highly Promoted**

The poster with the message calling for child restraint use into the law was highly promoted by the media such as CCTV, People's Daily and Xinhua news agencies during the CCPCC and PCCPCC. While the messages also generated 406 media reports and gained media impressions over 9 million.

#### **Evidenced-based Programs Shared at the WHO Conference**

Two programs were shared at the Safety 2022—the 14<sup>th</sup> World Conference on Injury Prevention and Safety Promotion in November of 2022, organized by World Health Organization (WHO). One program is on child restraint usage advocacy which supported by GRSP; another is a survey in three cities on child restraint usage supported by General Motors.

#### **School Zone Improvement**

Five modifications were made for a school zone in Shanghai. The improvements included modifying two crossing lines, adding a speed limit sign, re-design of waiting areas, adding signs of “Look-Right-Left” at the intersections, and adding a school sign as well. The modifications improved walking conditions for the school students.

#### **A PSA Widely Viewed through Collaboration with the Govn't Agencies**

A PSA jointly partnered with General Motors on road safety with the theme “Zero” accident was widely viewed nationwide through collaboration with the police and the hospital. The WeChat under the Ministry of the Security also posted the PSA.

#### **Streaming Live Talk**

From July, Safe Kids China started the streaming live talk each week. Through six months, the streaming live talk generated over 2.2 million viewership of all the related messages and videos, which the direct viewers on the air were over 650,000.

**Thanks to all the partners and sponsors!  
We, together, will have children away from preventable injuries!**

## 2022 KEY ACHIEVEMENT NUMBERS



- Child restraint law advocacy continued at all levels nationwide. More cities and provinces had child restraint usage in the local law such as Fujian province. Our program on child restraint law advocacy was shared at the Safety 2022 organized by World Health Organization (WHO).



- One survey was shared by the Safety 2022 held by WHO through an oral presentation at Pre-conference global injury prevention showcase in 2021.



- 3.34 million of children, parents and youths were reached through 7 programs in 75 cities with on-line and off-line activities.



- 5 modifications were made for a school zone. The improvements included modifying crossing lines, adding the signs of speed limit and the school...etc.



- Near 2000 volunteers and community people joined on-line and off-line activities. They were corporate employees, police, doctors, and community healthcare staff.



- 604 media reports
- 56.88 million viewership of social media and impressions of print media.



- Safe Kids China got a Public Welfare Award at the 5<sup>th</sup> International-China Public Welfare Ceremony for 2022



**SAFE HEALTHY FUN**

## PROGRAM SUMMARY

In 2022, we had 7 programs, outreaching 3.34 million children and parents in 75 cities with over 50.35 million program impressions through various media reports and social media. The programs were medication safety for children, home safety, road safety and nutrition healthy.

### Home Safety Programs

Although many parents think that home is the safest place for their children, but the research tells us that almost 50% child injuries occur at home, such as poisoning, suffocations, and near-drowning as well. In 2022, we had several well-accepted and research-based home safety programs which helped children on having safe behaviors and parents on building a safer home for children.

### Medication for Children Safety Sponsored by Johnson & Johnson

The year of 2022 was the tenth year of the medication safety for children program. **This year, “A Medication Safety –Country Tour” program was launched.** In addition to communities, kindergartens, and hospitals, **we had joined hands with 32 medicine groups and pharmacies across the country to carry out offline activities, covering 16 provinces and 33 cities.**

#### KEY FACTS OF THE PROGRAM:

##### RISK AREAS:

- Poisonings related to medicines among children

##### OBJECTIVES:

- To raise the awareness on medication safety for children and encourage behavior change among all the family members through prevention tools
- To involve more local parties for the program

##### NUMBER OF BENEFICIARIES:

- Nearly 3000 parents and children directly reached in 33 cities

##### NUMBER OF VOLUNTEERS:

- More than 50 volunteers from Johnson & Johnson
- More than 480 social volunteers involved

##### MAJOR ACTIVITIES:

#### 1、Educational lectures

Pediatricians were specially invited to give special lectures on management of children's fever, correctly use of antipyretic drugs, and common medication misuse.

#### 2、Interactive activities among parents and children

Four interactive activities on medication safety for children and parents were developed. Children and parents played together to learn safety storage, safety dosage and safe disposal as well.

#### 3、Media Viewership/Impressions

73000+ viewership and impressions through WeChat/4 media reports

**STORIES FROM BENEFICIARIES:*****A Parent at a Health Recovering Center***

“Really happy to join such an activity, Miss Yuan, a three-year old mom said, “I learned it was important to read the instructions of the medicines each time when giving medicines to my loved child, which will avoid misusing. My child loved those games a lot, too.”

**Home Laundry Safety for Children sponsored by Tide**

This is the second year that we partnered with P&G on child laundry safety. We promoted a laundry safety booklet and an educational video on social media. **The leaflet and the video gained over 4,966,000 viewership**

**KEY FACTS OF THE PROGRAM:****RISK AREAS:**

- Poisonings related to laundry products among children

**OBJECTIVES:**

- To raise the awareness on laundry products safety for children
- Encourage behavior change among all the family members

**NUMBER OF BENEFICIARIES:**

- 4,966,951 viewership on the graphic leaflet of the laundry safety on social media, including video on website

**KEY ACTIVITIES:**

- 1. Promotion and Public Awareness**

- The graphic Leaflet posted on 6 platforms like WeChat/Weibo/Renming Hao
- Laundry safety video were posted on 4 websites



## 暑期安全第一课 | 家长如何安全使用洗衣凝珠?

已发布

阅读:4900277 评论:0 点赞:0 收藏:0 分享:0

2022-08-01 12:08:06



**In 2022, doctors like Mr. Liang, police and lawyers joined hands with us on child restraint usage promotion.**

## Road Safety Programs

Traffic crashes are the second cause of deaths among children aged 1 to 14 in China. However, road traffic injury is preventable and there are evidenced practices and tools worldwide such as car seat, helmet and low speed...etc. **In 2022, we have 4 programs on child road safety.**

### SAFE KIDS SAFE RIDE Sponsored by General Motors

The 2022 Safe Kids Safe Ride program focused on child passenger safety education to deliver safety knowledge and concepts to children and parents through kindergartens, hospitals and social media, **reaching over to 6,389,000 people through numerous ways.**

#### KEY FACTS OF THE PROGRAM:

##### RISK AREAS:

- Injuries related to child passengers.
- Driving Risks for Parents

##### OBJECTIVES:

- To enhance children and parents' awareness on child safety with in-and-around the car safety and skills on correct usage of child restraint.

##### NUMBER OF BENEFICIARIES:

- 6,389,906 people
- 1,063 kindergartens in 75 cities, including 67 new cities

##### KEY ACTIVITIES:

#### 1. Children and Parents' Education

- This year, the program had covered more than 1,000 kindergartens, providing more than 150,000 children with lively and easy to understand safety knowledge. The number of children in kindergartens covered by the project was also the higher than the previous years.

#### 2. 49 GM Employees Got the CPS Short Course

A CPS short course was given by 49 GM employees through the CPST instructor from Safe Kids China. Forty-nine participated join the course and got certified as a lecturer of Child Passenger Safety. They will be reaching out to communities and kindergartens to promote the use of child safety seats and support the sustainable development of CPS education to parents.

#### 3. Expanding the Safe Kids Safe Ride Program' impact into nationwide

The Safe Kids Safe Ride program continued to expand its outreach and scope in 2022, through:

- 1) collaboration with hospitals such as the "Ride with the Bear" animated educational video aired at the hospital hall and broadcast on CCTV News Channel for a program called "Medical Open Class | Child Injury Prevention Guide for Parents" in July;
- 2) cooperated with the Shanghai Municipal Public Security Bureau Traffic Police, the "Zero Crashes for All Always", a safe driving awareness video was widespread with nearly 150 provincial and urban traffic safety organizations having it posted onto the official accounts, including the Traffic Bureau of the Ministry of Security
- 3) The survey results of Survey Report on the Current Situation of Child Safety Seat Awareness and Regulation Improvement in Three Cities were cited by near 300

mainstream media reports. The report was shared at the 14th World Conference on Injury Prevention & Safety Promotion initiated by the World Health Organization.

## STORIES FROM BENEFICIARIES:

### *Stephen Sun, one of 49 Child Passenger Safety Lecturers*



“It was a great opportunity to get a professional training on CPS. Being able to immediately practice what I had learned by delivering the very important information to my colleagues was awesome!”

## Child Passenger Safety Law Advocacy Program sponsored by GRSP

Starting from 2016, Safe Kids China started a program to advocate child passenger safety law sponsored by the Global Road Safety Partnership. The program includes seminars with law influencers, public awareness campaign and targeted audience education. **This year the program generated over 420 media reports among which including key Chinese media such as CCTV.**

## KEY FACTS OF THE PROGRAM:

### RISK AREAS:

- Traffic injuries, especially on injuries related to child passenger safety

### OBJECTIVES:

By 2022, Build national level support among decisionmakers, influencers, and public for the mandatory use of CRS in RTSL.

### NUMBER OF BENEFICIARIES:

- 420,243 parents and children reached through different activities and social media

### KEY ACTIVITIES:

#### 1. Seminar on Child Restraint Legislation Advocacy

Just before two sessions (March 5, 2022), co-hosted with Law School of Tsinghua University, we held a child safety seat legislation advocacy virtual seminar on Feb 24th, 2022. Experts from China CDC, WHO, Institute of Road Management Science, Ministry of Public Security, and Law School of Tsinghua University attended the seminar and made speeches

The seminar generated 406 media reports, of which 20 were original reports. What was more, the representatives of the two Sessions got the messages from our seminar through the report on Beijing Daily.

#### 2. Child Restraint Advocacy through Live Talk with a Doctor and a Lawyer

As online live broadcasts was made before the new semester of the school (August 31st)A lawyer and a pediatrician were invited together to give a live talk. The live broadcast attracted 60,000 views. In addition, the promotional posters in the early stage of the live broadcast received nearly 110,000 views.

### 3. Social media promotion to support CPPCC

To advocate CRS before the CPPCC, a public advocacy campaign named: “Child Safety Seat Protect the Future” was held with posters and a video and a post. We had doctors, lawyers, teachers, CDC staff and children calling together through posts and the video, which showed nationwide support and professionals of multi-sectors support to the CRS into the RTL.

The legislative advocacy posters were picked up by the mainstream news as CCTV. The posters and video gained near 100,000 viewership at the Safe Kids social media.

#### STORIES FROM BENEFICIARIES:

##### Yu Yan, Shanghai CDC

As a CDC staff, we are carrying out child restraint usage promotion in our daily work. It's a pleasure to be part of Safe Kids China's advocacy campaign for safety seat legislation, which really support the modification of the regulations on child restraint use nationwide and in local level as well. I learnt a lot though those campaign, too.



#### Safe to School Safe to Home sponsored by Bridgestone

Last year, we launched a new project with the support from Bridgestone - Safe to School Safe to Home. The program aimed to improve road safety for students through education for children and parents, as well as improvements to the school zone.

#### KEY FACTS OF THE PROGRAM:

##### RISK AREAS:

- Traffic injuries, such as walking, riding and cycling

##### OBJECTIVES:

To enhance parents' awareness on school zone safety and children's behavior on road safety.

##### NUMBER OF BENEFICIARIES:

- Nearly 3000 parents and children educated directly

##### NUMBER OF VOLUNTEERS

- 25 Bridgestone volunteers join the activity

#### KEY ACTIVITIES:

##### 1. Children and parental education

Safe Kids China Developed “Safe School Safe Home” curriculum for the school. There were more than 900 students learnt through teachers, while at the same time, parents got a road safety letter, too.

Twenty-five Bridgestone volunteers joined the school education. A parental education video also developed with Bridgestone volunteers' support.

##### 2. School Zone Improvement

Five modifications were done in the school zone, which were: 1) 30 speed limit sign and 2) school sign added, 3) crossline reprinted at the school gate, 4) off-school waiting areas modified; and 5) a safe crossing post setup at the road crossing area.

### 3. Public Awareness

Before the National Road Safety Day (Dec. 2), a "Safe School Safe Home" public awareness event was carried out. The promotion event gained the endorsement of the local gov'n't and police by co-holding together with the Office of the Spiritual Civilization Construction Committee, Traffic Police Detachment, the Education Bureau, and the Huamu Street of Peihua Community Center.

The event generated 105 media reports, including from official media such as Pudong Traffic Police and Pudong News.



Proud Program Sponsor



## Improvement



#### Issues one:

The small road with pedestrians, e-bikes and cars all were crowded together during time of on and off school



#### Improvements

The lines were drawn for students waiting inside line for parents picking them up.

In this way, child pedestrians are not mixed with e-bikes and cars

### STORIES FROM BENEFICIARIES:

#### *Liu Yong, President of Hualin Primary School*

"We are very happy to have this safety project in our school. The program had vivid and interesting educational courses and interactive games. Projects like this are what our school needs. The school zone modifications really helped a lot for our students safe to school and home.



### Road Safety Activity Sponsored by Shanghai Family Planning Association

Collaborated with Shanghai Family Planning Association, a road safety program to 0-3 years old kids and caregivers was launched. **Safe Kids China developed educational curriculum and 66 sets road safety interactive education toolkits to 66 community centers in 16 districts in Shanghai.**

### KEY FACTS OF THE PROGRAM:

#### RISK AREAS:

- Injuries related to child road safety

#### OBJECTIVES:

- To enhance awareness on child road safety for pre-kindergarten kids and caregivers.

#### NUMBER OF BENEFICIARIES:

- 222,000 parents and related staffs were reached through live broadcast
- 140,000 pamphlets on Child injury prevention to parents with children aged 0-3 was delivered

#### KEY ACTVITIE:

##### 1. Education to Children and Parents

- 1 road safety curriculum and related toolkits developed
- 1 online training course about curriculum and the use of toolkits
- 1 activity was held in Jiading Industrial Zone Family Planning Association
- 20 children and caregivers were educated
- 222,000 people watching infant safety live broadcast
- 140,000“Parents Must-Know 39 Safety Tips” pamphlets on Child injury prevention to parents with children aged 0-3 was published by Journal of Popular Medicine

##### 2. Education tool distribution

- 66 sets road safety interactive education toolkits to 66 community centers in 16 districts in Shanghai

##### 3. Media

- 186 viewership on WeChat and Weibo of SK social media

### STORIES FROM BENEFICIARIES:

#### *Ms. Jiang from Jiading Industrial Zone Family Planning Association*

“We are very happy to joined this activity. The educational games developed are very good for us to conduct activities. The educational materials for parents are welcomed by the parents, too. In the activity we conducted, we had sees that as most games had to be done by parents and children together, so through the games, child as well as parents both learnt road safety messages and behaviors as well. “





**Students joined the program of “Nestlé Healthier Kids”, developing weekly healthy and low carbon menu and making**

1. 食品安全

2. 健康饮食

雀巢健康儿童计划——校园行  
一周中的食单记录表

学校：中山北路小学 班级：三(1)班 姓名：陈文斌

写食单时，请认真想一想中哪些食品含有脂肪和蛋白质，并思考每餐中哪些食品含有维生素，并思考每餐中哪些食品含有膳食纤维，哪些食品含有碳水化合物，哪些食品含有矿物质？

姓名：陈文斌

| 序号  | 餐名    | 主要材料  | 数量(千克)      | 碳排量(千克)       | 备注 |
|-----|-------|-------|-------------|---------------|----|
| 1   | 粥米饭   | 米饭    | 0.5         | 0.35          |    |
| 2   | 调味料   | 盐、酱油  | 0.05 / 0.05 | 0.005 / 0.005 |    |
| 3   | 香菇炒青菜 | 香菇、青菜 | 0.2 / 0.2   | 0.07 / 0.05   |    |
| 4   | 土豆炒肉片 | 土豆、肉片 | 0.2 / 0.2   | 0.07 / 0.2    |    |
| 5   | 香菇炖蛋汤 | 香菇、鸡蛋 | 0.1 / 0.1   | 0.03 / 0.03   |    |
| 碳排量 |       |       |             | 0.75          |    |

低碳饮食  
低碳饮食，指的是减少食物中的碳含量。即在饮食中，尽量选择低碳水化合物的摄入量，增加蔬菜和水果的摄入量，减少肉类的摄入量。低碳饮食可以减少二氧化碳的排放，从而减少温室效应的发生。

低碳饮食和低碳生活的关系  
低碳饮食是低碳生活的一部分。低碳生活是指减少二氧化碳的排放，从而减少温室效应的发生。低碳饮食可以通过减少肉类的摄入量，增加蔬菜和水果的摄入量，来减少二氧化碳的排放。

低碳饮食的好处  
低碳饮食可以减少二氧化碳的排放，从而减少温室效应的发生。低碳饮食还可以减少脂肪和卡路里的摄入量，从而减少肥胖和糖尿病等疾病的发生。

低碳饮食的食谱  
早餐：燕麦粥、鸡蛋、牛奶、水果。  
午餐：米饭、瘦肉、蔬菜、水果。  
晚餐：米饭、鸡肉、蔬菜、水果。

低碳饮食的倡议  
低碳饮食是一种健康的生活方式。我们倡议大家从自己做起，从身边的小事做起，减少二氧化碳的排放，为低碳生活做出自己的贡献。

陈文斌  
2022年12月

健康饮食

## Nutrition-Health & Sustainability

### Nestlé Healthier Kids ---School Program Sponsored by Nestlé

In 2020, the "Nestlé Healthier Kids ---School Program" was launched to promote education of five healthy behaviors among students. **This year, the program continued in 15 schools of 3 cities with survey and education.**

#### KEY FACTS OF THE PROGRAM:

##### HEALTH AREAS:

- Related to child health and nutrition and sustainability

##### OBJECTIVES:

- To enhance awareness on child healthy with 5 actions: eat nutritious and varied options, manage portions, choose water, play actively, and enjoy meals together.
- To help students develop healthier behaviors
- To help students know more about sustainability

##### NUMBER OF BENEFICIARIES:

- 20366 students educated in 15 schools in Chengdu, Shanghai, and Tianjin
- 30 teachers trained from 15 primary schools in 3 cities
- 584 winter holiday home-school interactive activity homework collected
- 1251 students participate in survey

##### KEY ACTIVITIES:

#### 1. Survey

- A survey was conducted among students on awareness of cognitive and behavioral intervention of drinking water, exercise, and low carbon nutrition among students in three cities (Chengdu/ Shanghai / Tianjin).

#### 2. Education:

- 20366 students educated in 15 schools in Chengdu, Shanghai, Tianjin
- 30 teachers trained from 15 primary schools in 3 cities

#### STORIES FROM BENEFICIARIES:

##### *A parent of a student from No. One Primary School of Tianjin Economic Technical Dept. District*

Through the Nestlé Healthier Kids ---School Program, children understand that water is indispensable to the human body. They should drink healthy water, try not to drink, or drink less carbonated drinks, take an active part in sports, reasonably arrange meals, and ensure balanced nutrition. All these are the basis for a healthy body. Thank you for the Nestlé Healthier Kids ---School program and campus activities, let's act together!



## CAPACITY BUILDING

## Safe Kids Certified Speakers

Safe Kids Certified Speakers Training has been held for 7 years, which about 300 people from more than 30 cities certified as a Safe Kids Speaker. They are dedicated to child safety in their local communities. This year, we had 9 new certified speakers. **The local certified SK speakers held 110 activities reaching over 700,000 parents and children**

### KEY FACTS OF THE PROGRAM:

#### RISK AREAS:

- Injuries related to children

#### OBJECTIVES:

- To encourage more people on child injury prevention by capacity building
- Encourage people of all the fields join hands together for child injury prevention

#### NUMBER OF BENEFICIARIES:

- 9 Safe Kids Certified Speakers were certified
- 736662 adults and children at different ages educated and trained
- 110 activities held in 20 cities by 18 Safe Kids Certified Speakers

#### NUMBER OF VOLUNTEERS:

- 18 Safe Kids Certified Speakers

#### KEY ACTIVITIES:

##### 1. Activities:

- 110 activities were conducted, including training, lectures, in-school activities, and in-community activities.
- 18 Safe Kids Certified Speakers were involved.

##### - Training and Certification:

- 1 training held in Shanghai
- 9 Safe Kids Certified Speakers were certified

##### 2. Program Promotion:

- Promotion through Weibo and WeChat, gained 98,519 viewership.



### STORIES FROM BENEFICIARIES:

#### *Bin Zheng, from an NGO*

Thanks to the support of various teaching props provided by the Safe Kids China, we used it in activities, which made our activities more effectively for children learn the safety knowledge as well as safe behaviors. And some of my doctor friends and I, we are all happy to use our own strength to

carry out those injury prevention activities and some first aid training as well. I will continue to work on it in the future.



### Safe Kids E-learning Launched

Three e-learning training course were launched, which were child passenger safety, child injury prevention and injury prevention at daycare centers.

#### KEY FACTS OF THE PROGRAM:

##### RISK AREAS:

- Injuries related to children

##### OBJECTIVES:

- To have more people working together with us on child injury prevention
- To promote safety knowledge and behavior to caregivers

##### NUMBER OF BENEFICIARIES:

- 75 joined Child Passenger Safety Online Basics course in 5 cities
- 6 joined Infant and Child Injury Prevention courses for childcare facilities,
- 6 joined Basic Child Injury Prevention course
- 47031 Weibo & WeChat viewership

##### NUMBER OF BENEFICIARIES:

- 87 gained certifications

#### KEY ACTIVITIES:

### 3. Training and Certification:

- 1 online training platform
- 3 e-learning training courses
- 87 certified people in 9 cities

### 4. Program Promotion:

- Promotion through Weibo and WeChat, gained 47,031 viewership.

### STORIES FROM BENEFICIARIES:

***Xiaoning Liang, Children's sports executive teacher, planning and operation director, research travel guide.***

Through e-learning the courses, I have a more systematic and comprehensive understanding of the child injury prevention. It made me realize how to find potential risks from invisible places and easily ignored places. After learning, I pay more attention to the investigation of children's potential risks and injury prevention, for example, the water stored in the bucket needs to be cleaned in time, otherwise there will be risks. I know that once the injury occurs, it will not only be 100% injury to the children, but also bring 100% loss to our institution. Therefore, learning this course is very necessary and indispensable for organizations related to children's activities like us.



### Safe Kids China in Media

In 2022, Safe Kids China kept a high media impression to over 56.88 million through social media, print media, radio, and TV.

- Over 26.75 million viewership of Sina Weibo and WeChat with 500 posts and 4800 reposts
- The streaming live talks gained over 22.28 million viewership which including related message posts as well.
- 604 media reports

In addition to the above numbers, Safe Kids China was invited to the special program such as:

- 1) "DaKaXiaoZhao 大咖小灶" by Shanghai TV Station to educate the public on health from March to May. Safe Kids China also joined two educational programs to students through Shanghai Educational TV.
- 2) Be a VIP interviewee talking on 10 years' on the achievements of the health in China by LiveTimes. At the same time, Safe Kids China was interviewed for 5 topics through Live Times in the year of 2022, which had the impressions over 3.5 millions

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奋进新征程 建功新时代

“健康这十年”·全生命周期专刊



15

# 减少伤害,为儿童成长护航

受访专家:全球儿童安全组织(中国)首席代表 崔民彦  
中国预防青少年犯罪研究会专职副秘书长、副研究员 胡发清  
本报记者 张健

监测数据显示,从1990~2017年,我国儿童伤害疾病负担有所下降。习近平总书记强调:“各级党委和政府、全社会都要关心关爱少年儿童,为少年

编者的话:在我国,溺水、交通事故、意外跌落、烧烫伤等意外伤害是儿童

我国儿童意外伤害死亡率呈下降趋势,但仍需重视,因为意外伤害依然是我国儿童青少年死亡的首要原因。2020年数据显示,溺水是1~14岁儿童意外伤害死亡的第一因素,占比超过1/3;其次是道路交通伤害,占比超1/4;第三是意外跌落,占比超1/8。目前,我国儿童在10岁前高发意外伤害,尤其是男童。由于意外伤害发生地点主要为家中、托幼机构、校内,两位专家一致表示:“没有偶然的伤害,只有可预防的伤害。”

## 筑好三道屏障



INJURIES ARE PREVENTABLE!

OUR MISSION IS TO REDUCE THE PREVENTABLE INJURIES AMONG CHILDREN!

###