

2023



ANNUAL REPORT

SAFE KIDS CHINA

以全球伤害预防循证实践为基础,促进儿童安全
Keep All Children Safe From Preventable Injuries
through Global Evidence-based Best Practice



2023 HIGHLIGHTS

The 2023, a year with booming on-line education, meanwhile, with the face-to-face interactive education and activities were still the key to change attitude and behavior on child injury prevention for parents and helping children with safe behavior as well. Safe Kids China collaborated closely with partners through both on-line and off-line activities to keep reaching children and families to keep children safe. Through multi-collaboration, **we had conducted 10 projects, reaching over 14.7 million children and parents in 25 cities** through direct education, leaflets, and videos down to kindergartens and hospitals. The activities generated more than **110 media reports**, while together with the messages and videos posted onto the social media, **total media impressions gained over 49.45 million viewership**.

HIGHLIGHTS:

The Safe Kids Safe Ride Project Entered the 10th Year.

The 2023 was the 10th year of the Safe Kids Safe Ride project launched in China. For these 10 years, the project has entered more than 160 cities, 6200 kindergartens, primary schools and hospitals, reaching over 20 million kids and parents. What is more, the project supported the first child passenger safety technician training course in China and contributed to the advocacy on the child passenger law to be enacted in China.

Collaborated with social media to Enhance the Impact of the Project.

The 2023 was also the year that Safe Kids China worked closely with Sina.com, one of the largest social media platforms in China, launched on stream live talks on child injury prevention, which reached over 1 million viewership.

The Medication Safety Project Reached Out to 18 cities.

The Medication Safety for Children project reached out in 18 cities. Most of the activities were held in the 2nd and 3rd tier cities, having the project benefiting children and parents in those cities most needed for child injury prevention. The project was well-received by the parents and children.

Healthier Kids Project reached to remote counties.

Collaborated with the local government, the project of Healthier Kids went into the remote counties of Yunnan province. For those counties, schoolteachers loved the curriculum that developed by Safe Kids China a lot and hope we could go back to give more education on health and safety to school students.

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



2023 KEY ACHIEVEMENT NUMBERS



POLICY ADVOCACY

- Child restraint law advocacy continued at all levels nationwide. More cities and provinces had child restraint usage in the local related law in the year of 2023, such as Beijing or in the plan such as Jiangsu province, etc.



SURVEY & RESEARCH

- Two surveys were conducted. One on child passenger safety; another one child pedestrian safety. The results of those survey were well used for policy advocacy on road safety for children.



CHILDREN & PARENTS REACHED

- 14.7 million of children, parents and youths were reached through 10 projects in 25 cities with on-line and off-line activities.



CAPACITY BUILDING

- 2485 people joined our on-line and off-line training project on child injury prevention and child passenger safety.



PUBLIC AWARENESS

- Over 49.45 million viewership of social media and impressions of print media
- The streaming live talks gained over 2.66 million viewership, including repromotion of the live talks.



AWARDS

- Safe Kids China was awarded as the Shanghai Transportation Civilization Alliance.
- “Safe Kids Safe Ride” project was awarded the title as “HeXie GongJian” for the outstanding project of the CSR practice in the Chinese Auto Industry.



KEY PROJECT SUMMARY

In 2023, we had 10 projects, outreaching 14.7 million children and parents in 25 cities with over 49.45 million project impressions through various media reports and social media. The projects were medication safety for children, home safety, road safety and nutrition healthy.

Home Safety Projects

In 2023, we had one project that related to home safety, which is medication safety of children.

Medication Safety for Children Sponsored by Kenvue

The year of 2023 was the 11th year of the medication safety for children project. This year, “A Medication Safety –Country Tour” project was launched. This year, we joined hands with 18 medicine groups and pharmacies across the country to carry out offline activities, covering 10 provinces and 18 cities.

KEY FACTS OF THE PROJECT:

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 project
-

NUMBER OF BENEFICIARIES:

- Over 1500 parents and children directly reached in 18 cities
-

NUMBER OF VOLUNTEERS:

- More than 30 volunteers from Kenvue
 - More than 200 social volunteers involved
-

MAJOR ACTIVITIES:

1、Educational lectures

Pediatricians were invited to give lectures on the management of children's fever, correctly use of fever and cold medicines, and avoiding common medication misuse.

2、Interactive activities among parents and children

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

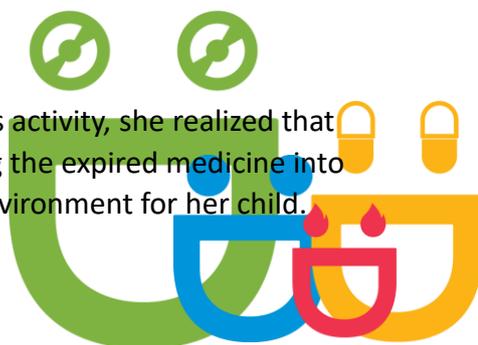
3、Media Viewership/Impressions

26000+ viewership and impressions through WeChat/5 media reports.

STORIES FROM BENEFICIARIES:

A Parent at a Health Recovering Center

Ms. Yang, mother of a 5-year-old child, told us that after participating this activity, she realized that there were many risk hazards that she ignored at home, such as throwing the expired medicine into the trash. In the future, she would pay more attention to create a safe environment for her child.





Road Safety Projects

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 for the prevention such as car seat, helmet, and low speed...etc. **In 2023, we had 5 projects on child road safety.**

SAFE KIDS SAFE RIDE Sponsored by General Motors

The 2023 Safe Kids Safe Ride project focused on child passenger safety education to deliver road safety messages to children and parents through kindergartens, hospitals and social media, **reaching over to 17.9 million people through numerous ways.**

KEY FACTS OF THE PROJECT:

RISK AREAS:

- Injuries related to child passengers and traffic crashes.
- Driving risk prevention 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, and road safety behaviors

NUMBER OF BENEFICIARIES:

- 17,958,597 people
- 464 kindergartens

KEY ACTIVITIES:

1. Reaching Out to Kindergartens and Primary Schools in the Pudong New Area of Shanghai

In the first half of this year, collaborated with the Shanghai Pudong Police of this project, we made an educational video for children and their parents entitled "Open Class | Pudong New Area Children's Road Safety Education."

The educational video on correct use of seat belts, car seat, open vehicle door safely and not leave child alone in vehicles. The video as an educational tool on road safety education was used by all the schools in Pudong for schoolteachers, reaching over 350,000 students.



The video was also promoted at the official public WeChat of the Pudong Traffic Police.

1. Child Passenger Safety Technician (CPST) Training

A short course of CPST training was conducted to Shanghai Policemen from 16 district, enhancing the correct usage of child restraint among the policemen.

Meanwhile two employees from General Motors joined a long course of CPST training.

2. The "Survey Report on Children In & Around the Car Safety" was released.

A survey on children in- & around car safety was conducted in Shanghai, which showed continuous education are required as:

- 79.8% of parents did not "walk around the car before starting the vehicle every time".
- 52.6% of parents said that they would hold their children while driving.
- The safety seat ownership rate is over 70%, but the total usage rate is only 53.8%.
- 42.5% of parents choose the wrong type of child safety seat for their children.

3. The 10th Anniversary of the Safe Kids Safe Ride event was held.

The 2023 was the 10th year of the Safe Kids Safe Ride project. On November 22nd, the 10th anniversary celebration was held at the Second Central Primary School in Pudong of Shanghai. The event gained the endorsement of Shanghai Public Security Bureau Traffic Police Corps; the Office of the Shanghai Joint Conference on Rule of Law Propaganda and Education and Shanghai Pudong New Area Education Safety Management Center.

The whole school students (1100 students) joined the interactive opening course of children's travel safety with the police and GM volunteers.

Media was also invited. A total of 73 reports were generated from this event with a total reach of over 3 million viewership.

4. Hospital Collaboration to Reaching Pregnant and Young Parents

Continuing the project of the 2022 "Going into Hospitals.", the video on child passenger safety were showed in 4 major hospitals in 2023. They were Shanghai Children's Medical Centre, Guangzhou Women and Children's Medical Centre, Shenzhen Children's Hospital, Gansu Provincial Maternal and Child Health Hospital, and other major children's and maternal hospitals in first-tier cities.

Meanwhile, two interactive educational activities were held at Beijing Children's Hospital, and Sanya Children's Hospital, benefiting nearly 4,000 children and their parents.



STORIES FROM BENEFICIARIES:

Yang Huan, the teacher from Pudong No. 2 Central Primary School



Teacher Yang from Pudong No. 2 Central Primary School said, "Your activities are very rich, vivid, experiential and interactive. Such kind of teaching method is impossible for our teachers. We welcome such activity to our school again."



Child Passenger Safety Law Advocacy Project sponsored by GRSP

Starting from 2016, Safe Kids China started a project to advocate child passenger safety law sponsored by the Global Road Safety Partnership. The project includes seminars with law influencers, public awareness campaign and targeted audience education. **This year, more cities and provincials had child restraint usage into the related law such as Minor Protection Law and Road Safety Law**

KEY FACTS OF THE PROJECT:

RISK AREAS:

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

OBJECTIVES:

To build national level support among decisionmakers, influencers, and public for the mandatory use of CRS in RTSL.

NUMBER OF BENEFICIARIES:

- About 11.4 million parents and children reached through different activities and social media



KEY ACTIVITIES:

1. Child Restraint Law Advocacy & Correct Usage Promotion through Social Media

We launched a social media campaign before the Chinese Lunar New Year with the collaboration of sina.com to advocate child restraint law and promote the correct usage.

In this campaign, we created a hashtag #Safety Seat Keep Your New Year Safe Ride#, together with Sina’s hashtag #Child Passenger Protection Plan#. The key activities included: A live talk with influencers and messages posted on social media involving KOLs, CPST & SK speakers.

The campaign achieved 10.35 million views of two hashtags; a Live talk with 107,000 viewership of a live talk; and nearly 30 influencers, social media KOLs and CPSTs posted messages including two KOLs with over 3 to 1 million fans

2. Public Awareness Campaign with Child Passenger Technician (CPST) Training

A public awareness campaign on child passenger safety were held with the 13th Child Passenger Safety Technician (CPST) training in Shanghai on May 11th to 13th. There were 13 people from hospitals, General Motors and the car seat field joined the training.

Following the training, a car seat check event on the correct use of child restraints was held with media joined. Over ten reports generated, including national media, China News Network and China Education News; and local media, Xinmin Evening News, etc.

3. Social media promotion monthly

The project also promotes child restraint law and guides on the correct usage of child restraint system (CRS) through WeChat & Weibo of Safe Kids China Monthly. From Jan. to Dec. 2023, 79 messages were posted on the Safe Kids China WeChat and Weibo, which gained 1,143,763 viewership

STORIES FROM BENEFICIARIES:

A father of a 3-year-old girl

If I haven’t participated in this car seat check event, I won’t know that we have installed the car seat wrong for the past three years. During today's event I learn that using a child safety seat incorrectly might be even more dangerous than not using a seat.





I love car seat. It will save my life.



Be Seen & See Project Sponsored by Halliburton

A child pedestrian project named “Be Seen & See” was launched in 2023. The project focused on child pedestrian safety, which is leading issues of road safety for children.

KEY FACTS OF THE PROJECT:

RISK AREAS:

- Traffic injuries, such as walking, riding and cycling
-

OBJECTIVES:

To enhance students’ awareness on pedestrian safety.

NUMBER OF BENEFICIARIES:

- Nearly 1000 students educated directly in two schools of Shanghai
-

NUMBER OF VOLUNTEERS

- 4 Halliburton volunteers join the activity
-

KEY ACTIVITIES:

1. Survey

A survey on child pedestrian were conducted before education so as to find key issues of child pedestrian safety. The result of the survey showed that there were some unsafety behaviors, such as only 8.9% students would stand at the point that could observed the whole street when crossing the street with two parking cars, and only 17.5% students would turn the head to the other side at the middle of the road to observe the vehicles when crossing the road.

With the findings of the survey, Safe Kids China developed the educational curriculum to help student to have safe crossing behaviors.

2. A Launch Event

A launch event was held in Hongqi Primary School. The event was endorsed by the local Youth Protection Office and Police. During the launch event, the pedestrian safety survey was released, and the “Magic Box” developed with road safety curriculum and interactive activities was presented to schoolteachers. There were 40 students, and 4 Halliburton employees joined the launch event.

The event generated 240,000 viewership on the social media and two local media reports. A PSA was made to all for road safety for children was made with students, parents and Halliburton employees.

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.



STORIES FROM BENEFICIARIES:

Jiang Zhaoyu, Students of Hongqi Primary School

I learnt that when crossing road, I could raise my hand so that drivers could see me far away; and I also learnt that to raise visibility, I also could wear reflectors.



Road Safety Activities of Employees Sponsored by L’Oréal

Three road safety activities to employees focused on child passenger safety and road safety. A total of around 2200 employees participated the activities.

KEY FACTS OF THE PROJECT:

RISK AREAS:

- Injuries related to child passengers.
- Road safety

OBJECTIVES:

- To enhance employee’s awareness on child passengers and road safety

NUMBER OF BENEFICIARIES:

2. 2200 employees
3. 3 events

KEY ACTIVITIES:

1.Three road safety events to employes

Simulation experience of drunk driving glasses, computer games on speed and braking distance, child passenger safety and proper helmet wearing.

2. A child passengers safety training

Child passenger safety training provided by Jingan Police about the importance of using car seat and how to use car seat.

STORIES FROM BENEFICIARIES:

Ms. Li, A employee of L’Oréal

Thank to Safe Kids very much for providing such safe activities during lunch time. I learned more



about car seats and road safety through these various games developed by Safe Kids. In particular, the courses offered by the traffic police have been very helpful.



Child Passenger Safety Sponsored by Hong Kou CDC

Collaborated with the Shanghai Hongkou District Health Commission and the Shanghai Hongkou District Center for Disease Control and Prevention (CDC), a Child Passenger Safety Interactive Activities at shopping mall to 3-10 years old kids and caregivers was launched. **Safe Kids China developed 6 activities included road safe behaviors and knowledge such as correct use of car seat, no drinking drive, no playing around car and general road safety knowledges to children as well.**

KEY FACTS OF THE PROJECT:

RISK AREAS:

- Injuries related to Child Passenger Safety

OBJECTIVES:

- To enhance awareness on Child Passenger Safety for pre-kindergarten kids and caregivers.

NUMBER OF BENEFICIARIES:

- 50 kids and parents joined activities
- 10 volunteers from Hongkou CDC supported

KEY ACTVITIE:

Education to Children and Parents

- 1 road safety activitie was hold in Baiyulan Square shopping center
 - 50 children and caregivers were educated
-



STORIES FROM BENEFICIARIES:

A mother of a 6-years-old girl

Ms. Wang, mother of a 6-year-old-girl, said: through this activity, my daughter and me learnt a lot of about road safety tips. My daughter asked me to take out her booster seat and put it in the car. She said she would like to use it every time.



Nutrition-Health & Sustainability

Nestlé Healthier Kids ---School Project Sponsored by Nestlé

In 2023, the "Nestlé Healthier Kids ---School Project" in the third or fourth tier cities. **This year, the project continued in 3 schools of 3 cities with education and activities.**

KEY FACTS OF THE PROJECT:

HEALTH AREAS:

4. 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 food safety

NUMBER OF BENEFICIARIES:

5. 1250 students and teachers educated in 3 schools in Fuyuan, Xuwen county in Zhanjiang, Jinping county in Puer

KEY ACTIVITIES:

1. Education:

6. 1250 students and teachers educated in 3 schools in Fuyuan, Xuwen county in Zhanjiang, Jinping County in Puer

STORIES FROM BENEFICIARIES:

Principal of primary school in Xuwen County in Zhanjiang

Thank you very much for such an interesting and meaningful class. We need this kind of meaningful and colorful curriculum here, and our children enjoy it very much. We hope you could come to have such courses to our children every semester in the future.



Food Safety Activity Sponsored by Shanghai Family Planning Association

Collaborated with Shanghai Family Planning Association, a food safety project to 0-3 years old kids and caregivers was launched. **Safe Kids China developed educational curriculum and 35 sets food safety interactive education toolkits to 35 community centers in 16 districts in Shanghai.**

KEY FACTS OF THE PROJECT:

RISK AREAS:

- Injuries related to child food safety

OBJECTIVES:

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

NUMBER OF BENEFICIARIES:

- more than 50 staffs from 35 sunflower childcare center of 16 districts in Shanghai joined online training
- 30 kids and caregivers joined activities in Shi Men Er Road

KEY ACTVITIE:

1. Education to Children and Parents

- 1 food safety curriculum and related toolkits developed
- 1 online training course about curriculum and the use of toolkits
- 2 activity was held in Shi Men Er Road
- 30 children and caregivers were educated

2. Education tool distribution

- 35 sets food safety interactive education toolkits to 35 community centers in 16 districts in Shanghai

STORIES FROM BENEFICIARIES:

Ms Wang, grandma of a 2-year-old girl

“We are very happy to joined this activity. The educational games developed are very good for my granddaughter. She enjoyed a lot. Although she may not understand very well, but these information are very useful for me.”





I now know how to wear the life jectket.



CAPACITY BUILDING

Safe Kids Certified Speakers

Safe Kids Certified Speakers Training has been held for 9 years, which about 300 people from more than 30 cities were certified as a Safe Kids Speaker. They are dedicated to child safety in their local communities. This year, we had 36 new certified speakers. The local certified SK speakers held 119 activities reaching over 25,000 parents and children. Safe Kids China and Beijing Pediatric Institute joined hands as the Institute being a training-base for child injury prevention.

KEY FACTS OF THE PROJECT:

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:

- 36 Safe Kids Certified Speakers were certified.
- 25000 adults and children at different ages educated and trained
- 119 activities held in 20 cities by 22 Safe Kids Certified Speakers

NUMBER OF VOLUNTEERS:

- 18 Safe Kids Certified Speakers

KEY ACTIVITIES:

1. Activities:

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

2. Training and Certification:

- 2 training sessions were held in Beijing and Shanghai
- 36 Safe Kids Certified Speakers were certified

3. Strategic Cooperation:

- Joined hands with the Capital Institute of Pediatrics to establish a strategic cooperation unit for child injury prevention and set up a training base for child injury prevention in Beijing.



STORIES FROM BENEFICIARIES:

Zhou Jianhua--- Engaged in first aid and child safety training.

Mr. Zhou became SK Speaker in 2020. Since then, she has been conducting the course on first aid and child safety in her local town, reaching 2,000 people this year. He said: "In the future, I will continue to carry out child safety activities to make our community more child-friendly and working on raising public awareness on child safety."



ON-LINE LEARNING

Two thousand four hundred teachers were training on child injury prevention with the project developed by Safe Kids China through a platform of Shanghai Education Bureau.

Safe Kids China in Media

In 2023, Safe Kids China kept a high media impression to over 49.95 million through social media, print media, radio, and TV.

- Over 29.72 million viewership of Sina Weibo and WeChat with 945 posts and 19,417 reposts & comments
- The streaming live talks gained over 2.66 million viewership, among which 3 live talks on product safety with SGS, gained over 1,391,000 viewership, including repromotion of the live talks.

In addition to the above numbers, Safe Kids China was interviewed by media on child safety such as:

- 1) Interviewed by Shanghai TV in the Summer Vocation Safety project by Shanghai Open School to educate the students on summer vocation safety during the summer vocation.
- 2) Inverviewed by People’s Daily on babycare center safety
- 3) Interviewed by Shanghai TV and Chengdu TV on summer vocation safety and school safety

人民日报 权威医生在身边
健康客户端

打开

扬州鼓励带娃上班，激发“生”的意愿，减轻“养”的负担

人民日报健康客户端 记者 侯佳欣 王艾冰 2023-09-16 06:58

9月14日，“扬州发布”发文称，江苏扬州市总工会、扬州市卫生健康委联合印发《扬州市关于加强用人单位职工子女爱心托管托育工作的指导意见》。其中提到，有条件的机关、企事业单位、产业园区等可通过单独、联合购买服

9月15日，全球儿童安全组织（中国）首席代表崔民彦告诉人民日报健康客户端记者，就托班开设，指导意见从软、硬件层面提出了最基本的要求，这些要求将指导托班的开设确保幼儿包括员工的安全、健康以及其可持续发展。近年来，国内已有多地开始了这方面的尝试。





环球时报 健康客户端 看环球 享健康 [立即下载](#)

儿童智能手表4项功能藏陷阱，如何守护孩子“手腕上的安全”？

环球时报健康客户端 2023-02-15 17:25
 全球儿童安全组织(中国)首席代表 崔民彦

环球时报健康客户端记者 高嘉悦

Some of Messages Posted by SK China

<p>SAFE Kids 全球儿童安全组织 1-13 来自 微博视频号</p> <p>#安全座椅守护新年出行安全##儿童乘车安全守护计划# #2021年6月1日实施的修订版《未成年人保护法》将儿童安全座椅使用写入其中。此外，全国各地20多个城市的未成年人保护条例或道路交通条例及其他法规中都有要求儿童使用儿童安全座椅的明确规定。你所在的城市有儿童安全座椅相关法律法规吗？快来听听律...全文</p> <p>知识 亲子育儿 · 15.6万次观看</p> <p style="text-align: center;">240,000 views</p>	<p>SAFE Kids 全球儿童安全组织 1-17 来自 微博视频号</p> <p>#安全座椅守护新年出行安全##儿童乘车安全守护计划# #在家里，没有什么比父母的怀抱更温暖了；可是，在车里，父母的怀抱并不是安全的。为什么不能抱着孩子乘车呢？戳视频了解更多！@新浪育儿 @全球儿童安全组织的微博视频</p> <p>知识 亲子育儿 · 4.8万次观看</p> <p style="text-align: center;">205,000 views</p>	<p>SAFE Kids 全球儿童安全组织 1-11 来自 新浪微博 weibo.com 已编辑</p> <p>#儿童乘车安全守护计划# 一年一度的春运即将来临，从即日起至1月18日，我们与@新浪育儿 携手每天为您送上专业、有用的出行安全知识，我们用心守护您的新年出行安全#安全座椅守护新年出行安全#</p> <p>>> 活动时间 << 长图</p> <p style="text-align: center;">178,000 views</p>
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INJURIES ARE PREVENTABLE!

OUR MISSION IS TO REDUCE THE PREVENTABLE INJURIES AMONG CHILDREN!

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