

SAFE KIDS Korea



A. Programs

No.	Program	Date (2004)	Detail	Participants	Sponsors and Partners (distributions)
1.	“Mom’s hand” campaign	March	To prevent pedestrian-traffic injuries by teaching students how to cross the walk safely, using yellow plastic “Mom’s hand.”	160,000 students in the first year of elementary school and their mothers	Sponsored by Daekyo (30,000 yellow plastic “Mom’s hand’s” and 50,000 safety pocket books for children)
2.	Walk This Way (WTW)	March 31	Pedestrian safety program which includes road safety education for children and Walkability checklist survey.	1,500 elementary school students, FedEx employees and mother volunteers	Sponsored by FedEx (Two pedestrian crosswalks and traffic signs, 1000 yellow caps, 1,500 retro reflective buttons, etc.)
3.	Bike Safety School	March – October	To issue bicycle driver’s licenses to children who pass both a written and riding examination after receiving the prescribed training.	343 children got the license among 1823 applicants	Sponsored by Daekyo (343 bicycle driver’s licenses and 343 bicycle helmets)
4.	Distribution of wrist reflectors	May	To distribute wrist reflectors to children around elementary schools and traffic parks in Seoul.	20,000 kindergarten and elementary school students	Sponsored by BMW Korea (20,000 wrist reflectors)
5.	2004 Summer safety camp for children	July 26 – 28	To conduct safety camp with various indoor and outdoor education programs for child safety, including road-safety, bicycle-safety, home-safety, fire-safety etc.	120 children and 40 volunteers	Sponsored by Daekyo ( ID cards, T-shirts, caps, safety pocketbooks for participants)

6.	Government supported program	October	To provide in-service training to kindergarten and elementary school teachers who are charge of safety education.  * The model organization, which was selected through competition among these in-service training participants, program was started in early October.	200 teachers	Sponsored by Ministry of Government Administration and Home Affairs
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**B. Accomplishments**

1. Child Safety Information Bank update (new statistics and regulations).
2. Safety educational program implemented for teachers and children as ‘Municipal Government Affair.’
3. Public recognition extension about SKK.

**C. Challenges**

1. To give more national publicity about SKK activities:
  - Expand public recognition about SKK through the strengthened relationship with the press.
  - Maintain amicable relationship with child safety related government agencies and organizations.
2. To extend program implement to the nationwide level:
  - Include other regions of Korea as the object of child safety education in addition to Seoul.
3. To systemize SKK membership:
  - Organize child safety experts committee consisting of doctors, professors, school and kindergarten teachers.
  - Diversify the type of participation by children members

#### D. Goals for 2005

1. To pursue high quality of child safety program for more children's injury prevention
2. To plan SKK long-term activities
3. To propose essential regulations to establish safe environment for children

#### E. Organizational Chart

<b>Representatives</b>	<b>Song, Ja</b> , Co-Chairman (Citizens' Coalition for Safety) <b>Moon, Yong-lin</b> (Ex-Minister of Education) <b>Choi, Whang</b> , President (Children's Hospital of Seoul National University) <b>Hwang, Eui-ho</b> , MD (National Health Insurance Corporation)
<b>Vice-representative</b>	<b>Lee, Myung-sun</b> , Professor (Ewha woman's University)
<b>Directors of Committee</b>	5 people from government, Business, Education, Media and Medical field; Seoul national university MD-professor, Korea Broadcasting System Chief Editor, etc.
<b>Members of Committee</b>	18 people from Government, Business, Education, Media and Medical field; Samsung Traffic Safety Institute, Korea Consumer Association, Seoul City Hall Family Affairs, Junior Chosun Daily, Junior Hankook Daily, Safety Management Dept. from Prime Minister's Office, etc.
<b>Full-time staff</b>	<b>Huh Eok</b> , Secretary-general <b>Lim, Seung-ji</b> , Research & Planning Director (temporary rest from office) <b>Shon, Ju-hyun</b> , Coordinator