

# SAFE KIDS Worldwide Philippines 2004 Annual Report



SAFE KIDS Worldwide Philippines, Inc. was formally created in the year 2004. Initial efforts for growth were concentrated on getting the organization off the ground, identifying individuals and agencies to form a network for safety, and to get the safety programs off the ground. Below are the results of the work done during the year.

## Organizational Development

Organizational development brought about the involvement of personalities and agencies sensitive, attentive and responsive to the safety concerns of children. These agencies/personalities now belong to the following SKP Boards and Technical Working Committees:

### ***Board of Directors:***

Dr. Ramon L. Arcadio  
Dr. Rafael Consunji  
William Esposito  
Dr. Josie Y. Franco  
Dr. Portia Marcelo  
Dr. Orlando Ocampo  
Marte A. Perez

### ***Advisory Board:***

Dr. Ramon L. Arcadio  
Dr. Rafael Consunji  
William Esposito  
Jonathan Gotianun  
Alberto Lina/ Clifton Chua  
Louie Morales  
Bert S.J. Pangan

### ***Technical Working Committees:***

#### ***Road Safety***

Automobile Association of the Philippines  
Dept. of Public Works & Highways  
Dept. of Health

Dept. of Transportation & Communication  
FedEx  
Metro Manila Development Authority

National Center for Transportation Studies

Philippine College of Surgeons  
Philippine Ambulatory Pediatric Association  
Philippine National Police-Traffic Mgt. Group  
Safe Kids Philippines

UP- Medical Informatics Unit

Reggie Saculles  
Solita Genota  
Dr. Desiree Narvaez  
Dr. Cecille Magturo  
Corazon Japson  
Ellen Alarilla  
Norma Castillo  
Max Apungot  
Dr. Ricardo Sigua  
Dr. Sean Palmiano  
Dr. Orlando Ocampo  
Dr. BJ Sablan  
Gen. Ricardo C. Quinto  
Dr. Raffy Consunji  
Marte A. Perez  
Dr. Alvin Marcelo

#### ***Poison Safety***

National Poison Control & Information Services  
Phil. Society of Clinical & Occupational Toxicology  
Phil. Ambulatory Pediatric Association  
DOH - Maternal & Child Health  
Safe Kids Philippines

Dr. Lyn Panganiban  
Dr. Irma Makalinao  
Dr. Nerissa Dando  
Dr. Bessie Antonio  
Dr. Raffy Consunji  
Marte A. Perez

Members of the SKP Boards and Technical Working Committees are responsible for the support SAFE KIDS Philippines is currently enjoying from SAFE KIDS Worldwide, FedEx and the national and local government and private agencies in advocating for the safety of children on the streets, the school and the home.

The Boards and Technical Working Committees also assure SKP of political and media connections for SKP's advocacy for the safety for children.

### **Legal Documentation**

In the early part of 2004, SAFE KIDS Worldwide Philippines focused on its organizational set-up: registration in the Securities & Exchange Commission, the Bureau of Internal Revenue and getting the various permits from the barangay, city and national levels. Provision for employees of SSS, Philhealth and Pag-ibig memberships were also carried out.

A MOA between SAFE KIDS Philippines and AirFreight 2100 guaranteed the good will between the two entities.

### **Research**

Initial research work on Philippine laws to determine the scope of the government's participation and initiatives in ensuring the safety of children was done early in 2004. The examination of existing national and legal laws and ordinances showed the lack of interventions for child safety.

SKP's advocacy took off from these findings. Pre-testing the knowledge of children in 12 schools in Paranaque brought to light the inadequate knowledge of children of dangers in crossing streets.

Walkability Checks done from 2003 to 2004 in Pasay, and in Paranaque cities assessed the school environments around schools. They also drew attention to the lack of pedestrian facilities for the school children.

More data was sourced from hospitals, the Department of Public Works and Highways and the Metro Manila Development Authority. Together with SKP data, trends were analyzed for presentation to local policy and decision makers and the media.

Research tools have been developed to appraise the incidence of poisoning in the country. Questionnaires have been designed. Pre-testing the instrument will commence in 2005.

### **Coalitions**

SKP has two very active coalitions -- the Pasay Coalition and the Paranaque Coalition. Three schools were added to the initial 10 in Pasay. However, participation of the Special Education (SPED) school has been very limited due to the nature of the school. 30 barangay health workers from the Pasay City BHW Federation were organized and

trained by SKP together with Department of Community Medicine of the University of the Philippines.

Involved in the Pasay Coalition in 2004 were 84 BHWs, 35 Barangay officials, 80 school officials, parents and PTA officials, 55 students, 15 drivers, and 87 concerned citizens - tanods, the elderly, security guards and other interested parties.

The Paranaque coalition is involved with 12 schools where programs of SKP are being carried out. Volunteers from the Paranaque Parents Volunteer Federation were trained in SAFE KIDS programs together with Feed the Children Philippines, Inc. 586 pretests, a survey gauging the current beliefs of kids on crossing roads, have been carried out. By the end of the year, 188 walkability checks had been done in 9 out of 12 schools, involving 19 BHWs the majority of whom are members of the Paranaque Parents Volunteer Federation.

SKP was able to secure the backing of the DepEd Superintendent and all the principals of all elementary schools in the city. Local government support was assured with the City Health Officer openly endorsing SKP programs to the city.

Olongapo City was the next target for SKP operations. Orientations of about 200 FedEx and AF2100 employees were conducted in Subic in preparation for the volunteer initiatives for the Walk This Way program to be held in 25 elementary schools.

## **2004 Events**

Last April 1, 2004, SAFE KIDS Worldwide Philippines was formally launched at the SGV Conference Hall of the Asian Institute of Management. In order to propagate awareness of a culture of safety, VIPs with influence in their respective fields were invited to the affair. Among the attendees were: members of the SKP Board of Directors, Joey Lina, then secretary of the Department of Interior and Local Government, the NCR director of the Department of Social Welfare and Development, representatives from the Council for the Welfare of Children, Feed the Children Philippines and various government and non-government organizations.

October 6 was the launch of SAFE KIDS in Paranaque City. Essay writing in both Filipino and English and poster making contests were held at the Paranaque Office of the Paranaque DepEd Superintendent. Ten (10) schools attended where 20 teachers/school escorts and 126 students were treated to eye openers on road safety.

In November 16, 2004, the city of Pasay's support and involvement with SAFE KIDS was acknowledged in an event held at the grounds of P. Zamora Elementary School. Poster making and essay writing contests for Pasay students were carried out on the same day. Winners of the Paranaque contests were invited to claim their trophies and prizes for contests held the previous month.

The event also marked the start of the classroom lecture activities that were executed by volunteers from the Pasay City BHW Federation and FedEx in both cities of Pasay and Paranaque. About 600 kids in 16 classrooms in Pasay and another 600 kids in 15 classrooms in Paranaque were reached by these classroom lectures on road safety that November 16.

## **Staff Development**

In June 2004, SKW supported the attendance of the executive director to the 7<sup>th</sup> World Conference on Injury Prevention and Safety Promotion in Vienna. International exposure to current programs on injury prevention in first world and developing countries helped in positioning the perspective of possible programs in the Philippines.

The regular SKW Leadership Conference in October 2004 focused on developing programs for the Asia Pacific Region. The Philippines was a major beneficiary of the conference.

Coordinators in two cities were groomed to lead the coalitions in the two cities. SKP programs implemented during the year honed their skills in mobilizing volunteers and motivating others to join.

## **SKP Outlook**

All in all, 2004 was a banner year for SAFE KIDS Worldwide Philippines. The issue of injury prevention became a recognized point of concern outside the medical field. More and more agencies have banded together to address the problem of accidents, especially on the roads.

SAFE KIDS Worldwide Philippines will pursue its mandate to create an organized and credible data base for analysis, policy formulation and legislation; develop and implement viable programs and interventions that will reduce the incidence of child unintentional injury prevention; initiate partnerships and build coalitions; and Advocate for a safety culture and raise awareness on child unintentional injury prevention.

**MA. THERESA A. PEREZ**

Executive Director