



**SAFE KIDS PHILIPPINES, INC.**

**2005 Annual Report**

January to December 2005

**Introduction**

Safe Kids Philippines, Inc. (SKP) is the only NGO in the Philippines dedicated to the reduction of unintentional injuries to children 14 years old and under. It was formally organized in 2004 but has existed in the Philippines since 2003 as a project of Community Oriented Medical Education (COME) Unit of the University of the Philippines in Manila. SKP is affiliated with Safe Kids Worldwide, which oversees Safe Kids projects in 16 countries worldwide.

This non-government organization is governed by a seven-man board. Dr. Ramon Arcadio, sits as the Chair of SKP and is also currently UP Manila Chancellor. Dr. Rafael Consunji is the SKP President and Spokesperson. Dr. Orlando Ocampo, Dr. Portia Marcelo, Dr. Josie Yambao-Franco, William Esposito and Ma. Theresa A. Perez SKP Executive Director complete the Board lineup.

Coalitions in beneficiary cities, Pasay, Paranaque and Olongapo were organized and tapped to implement SKP programs. Coordinators were identified in each city and were given the mandate to organize volunteers. Volunteers were then trained and fielded to schools to execute the Walk This Way Program module on pedestrian safety, a 30 to 40 minute module making the children aware of being safe as they walk to school. Initial efforts to form a coalition in Cebu City were started in 2005.

In Pasay City, the volunteer organization is the Pasay City Barangay Health Workers' Federation with about 36 volunteers for SKP and in Paranaque, it is the Paranaque Parents Volunteer Federation, a volunteer organization under the tutelage of Feed the Children Philippines, with 18 volunteers. Olongapo City has a slightly different set-up. The coordinator is a teacher, appointed by the Department of Education Superintendent to facilitate the implementation of the SKP program in schools; and the volunteers are almost exclusively about 70 employees of FedEx in Subic.

**Highlights & Accomplishments**

In 2005, SKP programs started to take root in the schools and among agencies with whom working relations needed to be established. SKP set up its presence in 12 schools in Pasay, 15 schools in Paranaque and 29 schools in Olongapo reaching out to more than 55,000 students who were exposed to safety lessons and events and SKP's advocacy work on children safety; and directly teaching more than 32,000 children in grades 5 and 6. The table below illustrates the measurable reach of SKP in 2005.

	<b>Pasay</b>	<b>Paranaque</b>	<b>Olongapo</b>	<b>Total</b>
# of schools	12*	15	29*	56
# of students taught	7,652	15,216	9,165	32,033
# of volunteers trained	36 BHWs, 9 doctors	22 BHWs, 12 doctors	70 FedEx; 45 teachers	
# of pretests	225	3807	3493	
# of post tests	225	3760	5573	
# of Walkability Checks	60	227	1447	
	* SPED school dropped from roster		* 25 public elementary schools & 4 private schools	

Pasay City public elementary schools are: Zamora, Burgos, Palma, Apelo Cruz, T. Paez, J. Rizal, P. Villanueva, Sumulong, Cuneta, Bonifacio, Maricaban and SPED which was later dropped from the roster due to the character of their students.

Paranaque City public elementary schools are: Paranaque - Central, San Dionisio, Paranaque - Unit 2, Fourth Estate, San Antonio, San Antonio - Silverio Annex, La Huerta, Sto. Nino., F. Serrano, San Agustin, Col. E. De Leon, Tambo - Main, Tambo ES - Annex, Don Galo and Masville.

Olongapo City public elementary schools are: Bangal, Boton, Iram, New Cabalan, Old Cabalan, Olongapo City, Seria Soriano Esteban, Balic-Balic, Gordon Heights I, Gordon Heights II, Sta. Rita, Tabacuhan, Barretto I, Barretto II, Hames Gordon, Kalaklan, Mabayan, Nellie Brown, Asinan, Banicain, East Bajac-Bajac, Ilalim, Kalalake, Tapinac, SPED-G. Private elementary schools are: Columban College - Main, St. Joseph School, Olongapo Wesley School and Columban College - Barretto.

### **SKP Activities**

SKP influenced all levels of the Philippine hierarchy. In the grassroots, volunteers were identified then trained on SKP program implementation -- from doing pre-testing, post testing, carrying out walkability checks, teaching children in classroom activities together with the interactive sessions to dealing with the local government and other concerned local agencies for the improvement of the safety environment. More importantly, SKP was inculcating in our volunteers the culture on how to become safety advocates themselves. From February to November 2005, volunteers carried out classroom sessions in all three SKP beneficiary cities.

On the city level SKP advocated for the recognition and awareness of the prevention of unintentional injury as a serious issue and a leading cause of mortality and morbidity. Meetings and courtesy calls with schools superintendents, city health officers, planning officers, social service officers and concerned city officials were continuous. Significant was SKP presenting in executive meetings of all principals in Paranaque and Olongapo.

On the national level, SKP joined and influenced UNICEF and the Department of Health in preparing for a program that would address the issue of injury to children in February 2005. These meetings were the precursor of the Child Injury Prevention Program of the Department of Health.

Recognizing road traffic injury as a major injury issue, SKP continued meetings with its technical working committee on road safety and supplemented the simultaneous efforts of the Automobile Association of the Philippines and the National Center for Transportation Studies in holding bi-monthly conferences which also tackled the issues of road traffic injuries.

In an attempt to bring road traffic injury more national exposure, SKP together with members of the SKP-TWC in their own capacities as road safety advocates were able to call attention to the issue. The Asian Development Bank organized a meeting to monitor the Philippine Road Safety Action Plan as part of their monitoring scheme for the Global Road Safety Partnership. Present for this meeting were: the National Center for Transportation Studies, Safety Organization of the Philippines, Chamber of Automotive Manufacturers of the Philippines, Safe Kids Philippines, Department of Health, Department of Public Works & Highways, Department of Education, Honda, Shell, Land Transportation Commission, Land Transportation Franchising Regulatory Board, Automobile Association of the Philippines and the Land Transportation Office. SKP also approached Department of Transportation and Communication to help address the issue of road traffic injuries (RTI).

The Land Transportation Office also hosted a meeting in preparation for the meeting of the National Road Board. Representatives present were from the Asian Development Bank, Land Transportation Office, Land Transport Franchise Regulatory Board, Department of Transportation & Communication, Department of Public Works & Highways, Department of Health, Metro Manila Development Authority, Phil National Police, Safe Kids Philippines, National Center for Transport Studies,

Automobile Association of the Philippines, Honda Cars Philippines., Pilipinas Shell, and the Safety Organization of the Philippines.

The press has also been a constant partner in furthering the cause of injury prevention. Coverage of Safe Kids activities has been featured consistently in newspapers, radio and TV. Safe Kids activities footages were featured prominently in opening of school videos on national television.

SKP has been compiling photos and videos of SKP activities documenting the work that is being done.

SKP continued to look for venues to make the most impact to advocate for the prevention of unintentional injuries. SKP explored possibilities with the Knowledge Channel, the Boy Scouts of Mandaluyong City and the University of the Philippines College of Mass Communication.

## **SKP Events**

### A. Walk This Way Day

A regional event for Walk This Way, the pedestrian safety program of Safe Kids Worldwide, was held in Manila, Philippines, Shanghai, China, and Seoul, South Korea in April 2005. Walk This Way Day in the Philippines was held on April 12, 2005. Regional data was released during this event. The Philippines came up with alarming data from research revealing:

- 263 kids either die or are injured due to road traffic accidents.
- 35,000 kids can be saved from death or injury for the year.
- A 25 percent reduction in road traffic injury death rates will save the lives of at least 563 children annually.

### B. 1<sup>st</sup> National Safe Kids Week

Partnership with the Philippine College of Surgeons (PCS), formalized in a MOA in May 2005 brought about a deeper commitment of PCS surgeons to injury prevention. Through its advocacy, the executive branch of the Philippine Government came out with a presidential declaration of the Republic of the Philippines that the third week of June is National Safe Kids Week.

A week-long celebration was held for National Safe Kids Week. SKP solicited the support of the Department of Public Works & Highways for the launch of Safe Kids Week in the DPWH National Office in Manila. The cities of Pasay and Paranaque carried out activities to highlight injury prevention. Safe Kids Philippines' *Walk This Way* Program was launched in Olongapo City.

Safe Kids Week reached an additional 24,393 children who were exposed to SK safety events.

## **Recognitions**

Internationally, SKP was honored with the **Notable Achievement of the Year Award** given by Safe Kids Worldwide during its Annual Leadership Conference in October in Washington, D.C. Other nominees for the award were Israel and Austria.

SKP was also awarded **Outstanding Civic Volunteer Organization** by the Safety Organization of the Philippines in its annual Road Safety Conference in Subic Bay Freeport Zone in May 2005.

## **Poison TWC**

In pursuing the initial work of the Poisoning Prevention TWC, a psychologist was consulted regarding the attractiveness of the color of poisonous articles. However, the funds for the poison prevention program did not materialize. The program was shelved until such time that funds can be allocated for this program.

## **Challenges**

All in all, it was a good year. Safe Kids Philippines has been warmly received by different stakeholders from the grassroots to national agencies. However, there is room for improvement. Safe Kids could use more volunteer involvement from FedEx Express in Metro Manila. Relationships that have already been established need to be strengthened and maintained. New partnerships need to be developed.

SKP needs to establish more permanent administrative processes, continue planning strategically its efforts to maximize its resources and ensure the sustainability of its projects.

Communication is another area that needs more work. SKP needs to solicit more technical support in the area of Communication.

## **Lessons Learned**

Programs focusing on children are universally accepted undertakings. For this reason, it is agreeable, gratifying and acceptable for people to be involved in child injury prevention. However, there is a need for a guide to steer and systematize these efforts. An integrated program will effectively maximize the resources available for child injury prevention. Safe Kids Philippines in supporting the Department of Health and the Council for the Welfare of Children in furthering Child Injury Prevention can realize a national reach for its programs and projects. SKP's advocacy to promote the issue of child injury prevention will be able to go nationwide through the mandate and networks of these agencies.

**MA. THERESA A. PEREZ**

Executive Director