



## CHINA



### 2014 Statistics

- » **Life expectancy: 75.2 years**
- » **Population: 1.4 billion**
- » **GDP per capita: US\$9,800 (2013 est.)**
- » **Mobile penetration: 93.1% (est.)**

Sources: CIA World Factbook (<https://www.cia.gov/library/publications/the-world-factbook/>); Mobile penetration data provided by Informa UK Limited and based on market intelligence.

**My son especially likes the emergency bag activity. Now he knows that he can look for the teacher, the doctor and the policeman when he encounters an emergency. He can also call Mom and Dad.**

— **Participating Parent,**  
**Guizhou Province**

## Let's Get Ready! Mobile Safety Project

The Let's Get Ready! mobile safety project uses a 3G mobile website,<sup>1</sup> mobile application<sup>2</sup> and fun content featuring Sesame Street characters to create an interactive and engaging experience that empowers families in China with young children to learn about emergency preparedness. The project emphasizes the importance of knowing your name and address, having an emergency plan, packing an emergency kit, and learning about people and places within your community that can help in an emergency.

### Challenge

- » There are 108.2 million children under the age of seven in China,<sup>3</sup> and natural disasters affect many of these children and their families.<sup>4</sup> Yet, limited resources exist to help families prepare for potential emergencies.
- » Safety awareness is low in rural parts of China, particularly in areas that are underdeveloped.
- » In China, Guizhou Province has the highest concentration of people living in poverty. The region is also prone to geological and natural disasters, such as landslides and floods.<sup>5</sup>
- » Current safety curricula features abstract rules rather than practical skills.
- » Research shows that every \$1 spent on preparing for natural disasters could save \$7 in humanitarian disaster response.<sup>6</sup>

### Solution

- » In order to address this challenge, Sesame Workshop (the producers behind Sesame Street), Qualcomm® Wireless Reach™, China Telecom Corporation Limited, Guizhou Branch, and China Youth Development Foundation are collaborating to design, implement, and scale compelling 3G-enabled interactive content that helps children and their families learn how to be better prepared for possible emergency situations in engaging ways.
- » A four-week pilot study was implemented in Guizhou Province to evaluate the project's effectiveness. Thirty-one families with children ages three - six each received a 3G smartphone pre-loaded with the mobile tools, wireless connectivity, a data plan and orientation to the technology.
- » An HTML 5 website optimized for mobile platforms and accessible to all 3G-enabled smartphones was developed to provide interactive games and activities, including:
  - A "chalkboard" that allows children to practice writing their names and addresses, dial their home phone numbers and draw pictures of their homes or family meeting places.
  - A scavenger hunt that reminds children of the items that go into an emergency kit and the people and places that may be helpful in an emergency.
  - Engaging Sesame Street videos on emergency preparedness.
- » A native application for Android-based smartphones was developed to provide families with a more personalized experience. The application features include:
  - A photo scavenger hunt for taking pictures of items that go into an emergency kit and the actual people and places that may be helpful in an emergency.
  - A photo quiz that assesses children's knowledge of emergency preparation.
  - An alarm function for scheduling an emergency drill.
- » As of June 2013, these 3G-enabled tools were available for free download, expanding these important safety tools to children and their families living throughout China.

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## Impact

- » Using a structured interview protocol as a guide, the research team conducted one-on-one interviews with a parent from each family. Of participants who responded:
  - Most of the parents interviewed expressed their enthusiasm for the Let's Get Ready! project, saying that their involvement heightened their awareness of the importance of emergency preparedness.<sup>7</sup>
  - Parents said the program showed a new educational approach to the topic and expressed appreciation for specific activities around emergency preparedness, such as putting together an emergency kit as a family and remembering full names and telephone numbers.
  - One parent described his child's learning of the program content, stating "He especially likes the emergency bag activity. Now he knows that he can look for the teacher, the doctor, and the policeman when he encounters an emergency. He can also call Mom and Dad."
  - Parents liked the mobility of the program, which enabled them to interact with their children in many locations other than the home, such as bus stops, relatives' homes, school, and the police station.
  - Most parents would recommend the program to other parents. In fact, during the study period, about one quarter of them spontaneously recommended the "Let's Get Ready!" program to parents of their child's classmates, family relatives, friends and colleagues. They offered the links and demonstrated how to download the program in some cases. A few parents also brought back positive feedback from those indirect participants.

## Project Stakeholders

- » China Telecom hosts the application and provided wireless connectivity and data plans for families participating in the pilot study.
- » China Youth Development Foundation advised on content and assisted with recruiting families for the pilot study.
- » Qualcomm Wireless Reach is the project funder and provides technical and managerial support.
- » Sesame Workshop oversaw application development and the creation of the mobile website, application and content used in the project; supported the project's implementation; and commissioned and procured smartphones for the pilot study.



<sup>1</sup> [HTTP://WWW.SESAMESTREETCHINA.COM.CN/MOBILE/READY/](http://www.sesamestreetchina.com.cn/mobile/ready/)

<sup>2</sup> [HTTP://WWW.189STORE.COM/INDEX.PHP?APP=GOODS&ID=677874](http://www.189store.com/index.php?app=goods&id=677874)

<sup>3</sup> INTERNATIONAL DATABASE, US CENSUS BUREAU: [HTTP://WWW.CENSUS.GOV/POPULATION/INTERNATIONAL/DATA/IDB/REGION.PHP?N=%20RESULTS%20&T=15&A=SEPARATE&RT=0&Y=2012&R=-1&C=CH](http://www.census.gov/population/international/data/idb/region.php?N=%20RESULTS%20&T=15&A=SEPARATE&RT=0&Y=2012&R=-1&C=CH)

<sup>4</sup> ASIAN DISASTER REDUCTION CENTER, TOTAL DISASTER RISK MANAGEMENT - GOOD PRACTICES, 2005.

<sup>5</sup> CHINESE GOVERNMENT'S OFFICIAL WEB PORTAL. [HTTP://ENGLISH.GOV.CN/2012-08/20/CONTENT\\_2207449.HTM](http://english.gov.cn/2012-08/20/content_2207449.htm)

<sup>6</sup> [HTTP://WWW.UNDP.ORG/CONTENT/UNDP/EN/HOME/OURWORK/GET\\_INVOLVED/ACTNOW/](http://www.undp.org/content/undp/en/home/ourwork/get_involved/actnow/)

<sup>7</sup> DEFINED AS 80-96% OF THE RESPONDENTS.

## Qualcomm® Wireless Reach™

Qualcomm believes access to advanced wireless technologies can improve people's lives. Qualcomm Wireless Reach is a strategic initiative that brings wireless technology to underserved communities globally. Wireless Reach invests in projects that foster entrepreneurship, aid in public safety, enhance the delivery of health care, enrich teaching and learning and improve environmental sustainability. For more information, please visit [www.qualcomm.com/wirelessreach](http://www.qualcomm.com/wirelessreach).