



## 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.

**In the past, both children and adults did not realize the importance of wearing helmets, but my child now understands by learning from a mobile device. My child says, 'Elmo needs to wear a helmet and I do too.'**

— **Participating Parent in Road Safety First! Program**

## Sesame Street Mobile Road Safety First! Program

It's never too early to teach children how to travel safely when going to school, the park or a friend's house. The Sesame Street Mobile Road Safety First! Program uses engaging, educational, interactive mobile content and mobile broadband connectivity to teach preschool-age children how to travel safely by car, bicycle, bus, train and foot. The project is an extension of the emergency preparedness mobile outreach initiative Let's Get Ready!, and harnesses the power of mobile technology and engaging Sesame Street characters to deliver important road safety messages to young children, their families and caregivers throughout mainland China.

### Challenge

- » In a study of more than 3,700 primary and middle school children in Guangzhou, China, 10.8 percent of students reported having at least one road traffic injury during the previous 12 months. Children with low and medium road safety knowledge had one and a half to three times the odds of injury compared to students with high road safety knowledge.<sup>1</sup>
- » In China, where there's been an average annual increase of more than 16 million vehicles and 20 million drivers in recent years, more than 80 percent of road accidents are caused by violations of traffic rules.<sup>2</sup>
- » The Sesame Street Mobile Road Safety Outreach Project aligns with the government of China's focus on improving road safety and its National Plan of Action for Children (2011-2020). The plan highlights the needs for enhancing road safety education in schools and for increasing road safety awareness and behaviors among parents and children.
- » China had 1.24 billion mobile phone users at the end of March 2014.<sup>3</sup> The mobile broadband program leverages the ubiquity of mobile phones in China and aligns with the State Council's guidance to boost information technology consumption as an important factor in improving the country's economic growth.<sup>4</sup>

### Solution

- » eBooks that include road safety tips, public service announcements and high-quality, interactive mobile content teaching positive road safety behaviors such as buckling your seatbelt while riding in a car, wearing a helmet while riding a bike and looking both ways before crossing the street are linked to Sesame Street's mobile-optimized website for emergency preparedness.
- » This content is now accessible to all mobile broadband, including smartphones and tablets. The three eBooks that were developed for the new mobile website will also be available spring 2015 on Android and iOS multiple app stores across China.
- » The materials feature Sesame Street's Elmo character, helping to deliver important safety messages such as:
  - buckling your seatbelt in a car
  - wearing a helmet while riding your bike
  - finding a seat or holding onto the pole in a bus
  - looking both ways before crossing the street

### Technology

- » HTML5 website optimized for mobile platforms and accessible to all mobile broadband devices
- » Native application for Android-based smartphones
- » Mobile broadband, Android-based smartphones powered by Qualcomm<sup>®</sup> Snapdragon<sup>™</sup> chipsets with access to the mobile road safety content. Qualcomm Snapdragon is a product of Qualcomm Technologies Inc., a subsidiary of Qualcomm Incorporated.

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## Impact

- » Sixty families in Sichuan Province participated in the Sesame Street Mobile Road Safety Outreach Program. Each family received a mobile broadband enabled smartphone pre-loaded with the road safety mobile website and data connectivity. After 2-3 weeks of use, the families were also provided access to the emergency preparedness content.
- » The families took part in structured, one-on-one interviews before and after being exposed to the road safety content. Topline results include:
  - Children made measurable gains in road safety knowledge--an increase of 36% in scores from pre-test to post-test.
  - Parents and children found the eBook format (couching road safety messages in the form of engaging stories) to be appealing and repeatable.
  - The project prompted parents to think about ways to approach road safety education with their young children, beyond stating rules.
  - Parents overwhelmingly saw the value of using mobile devices to supplement road safety education. More than 98% agreed that through this project they gained greater awareness of the educational function of a smartphone.

## Project Stakeholders

- » China Telecom offers the Android application for free through its App store and provided free data services to families accessing the content during the evaluation period.
- » Global Road Safety Partnership collaborated with Sesame Workshop to create a road safety curriculum framework for pre-school children, which informed the road safety content development for the HTML5 website and Android application.
- » Qualcomm Wireless Reach is the primary project funder and provides project management support and wireless expertise.
- » Safe Kids China, whose efforts toward child injury prevention and road safety have been recognized by the Chinese Ministry of Health, serves as content advisor.
- » Sesame Workshop collaborated with Global Road Safety Partnership to develop the road safety content for the HTML5 website and Android application, hosts the HTML5 website, led the project's implementation, monitored the project and commissioned the study.
- » Sesame Workshop partnered with Professor Chaoyun Yan (Sichuan Normal University) and Professor Guimin Su (Southwest University) in the evaluation of the project's impact. The researchers recruited and interviewed 60 parent-child pairs in Chengdu to understand children's learning about road safety as well as parents' perceptions of the project and content.



<sup>1</sup> THE NATIONAL CENTER FOR BIOTECHNOLOGY INFORMATION. [HTTP://WWW.NCBI.NLM.NIH.GOV/PUBMED/20876769](http://www.ncbi.nlm.nih.gov/pubmed/20876769).

<sup>2</sup> CHINA DAILY USA. [HTTP://USA.CHINADAILY.COM.CN/CHINA/2012-12/03/CONTENT\\_15978745.HTM](http://usa.chinadaily.com.cn/china/2012-12/03/content_15978745.htm).

<sup>3</sup> SOURCE: MIIT, CHINA TELECOM, CHINA UNICOM AND CHINA MOBILE AS OF MARCH 2014

<sup>4</sup> SOURCE: [HTTP://NEWS.XINHUANET.COM/ENGLISH/CHINA/2013-08/15/c\\_132633025.HTM](http://news.xinhuanet.com/english/china/2013-08/15/c_132633025.htm)

**Sesame Workshop** is the nonprofit educational organization behind Sesame Street which reaches 156 million children across more than 150 countries. The Workshop's mission is to use the educational power of media to help children everywhere grow smarter, stronger, and kinder. Delivered through a variety of platforms, including television programs, digital experiences, books and community engagement, its research-based programs are tailored to the needs of the communities and countries they serve. For more information, visit us at [www.sesameworkshop.org](http://www.sesameworkshop.org).

### 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).