

Ježkovy Voči - project of primary prevention of children injuries



Mapujeme život dnešních dětí

KIDMAP Z.S.

NON-GOVERNMENTAL NON-PROFIT ORGANISATION

- 06/2014 KIDMAP z. s. – the legal transformation of KIDMAP o.s
- 09/2013 KIDMAP o. s. – the emergence of non-profit organizations
- 11/2011 KIDMAP – voluntary group of experts at the children's world, without legal personality

THE AIM

MISSION of KIDMAP is to responsibly and regularly map and explore the life of contemporary children from 0 to 16, carefully prepared researches and discussions not only with children, but also with a variety of experts and teachers in cooperation with the universities and the public administration. .

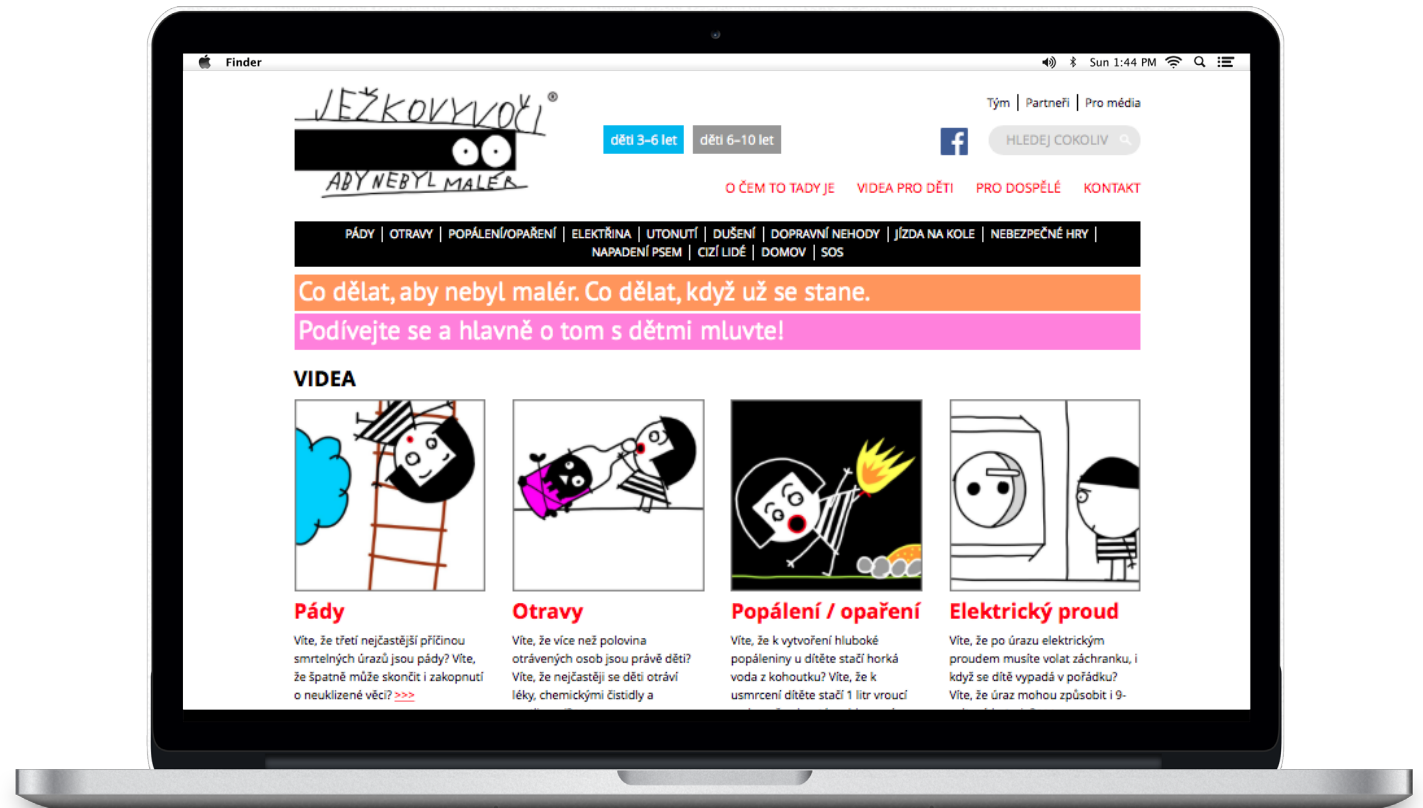
THE EXPERIENCE OF THE ORGANIZATION

KIDMAP has extensive experience in the field of education and upbringing of children, both preschool age and younger school

THE MOST SIGNIFICANT PROJECTS

2014-2016 JežkovyVoči

Project JežkovyVoči is dedicated to support the primary injury children prevention



THE MOST SIGNIFICANT PROJECTS

2012-2015

4x Representative research

1293

the total number of respondents

111

questions

20

freely accessible infographics

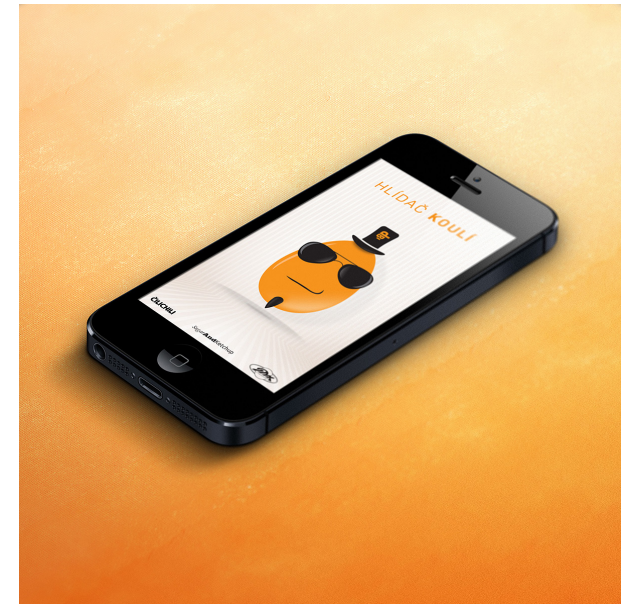


THE MOST SIGNIFICANT PROJECTS

2011-2013

Sugar & Ketchup cooperation

close cooperation with app studio Sugar & Ketchup,
specialist of children's mobile applications
development



THE MOST SIGNIFICANT PROJECTS

2011 2011 Map of children's world KidMap

Mosaic skills that children are able to cope with at a certain age. This tool will appreciate the responsible parents, teachers, lecturers or experts in education.



JEŽKOVYVOČI®



ABY NEBYL MALÉR

WHY DID

IT ALL

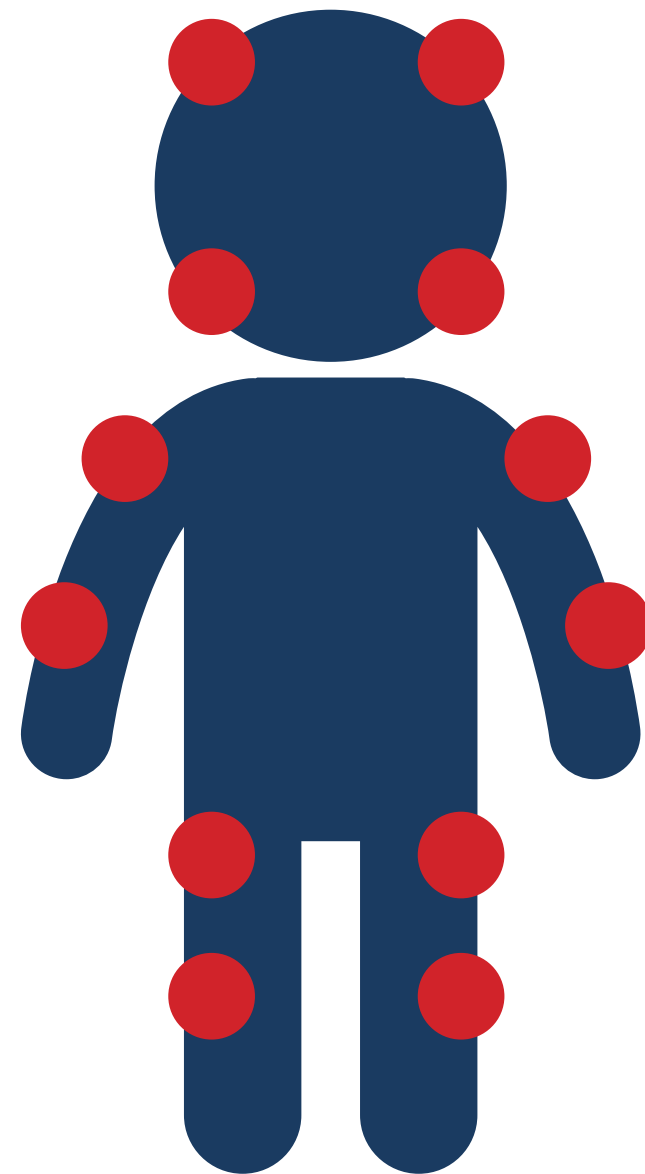
BEGAN



350 000

**CHILDREN A YEAR
IN THE CZECH REPUBLIC
MUST BE PROFESSIONALLY
TREATED FOR INJURY**

(ON AN OUTPATIENT BASIS, OR IN HOSPITALS)

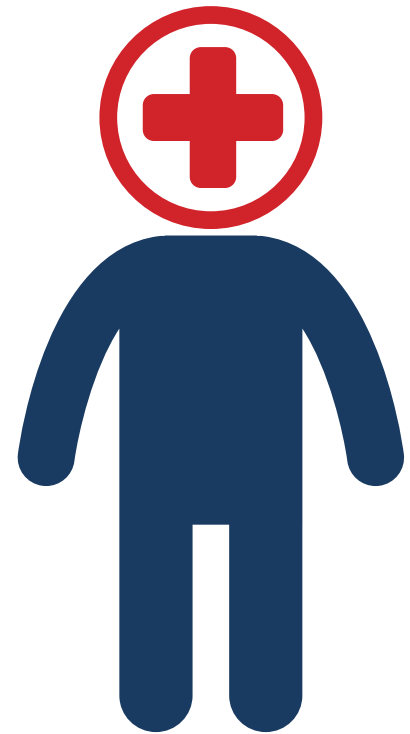


OF

30 000

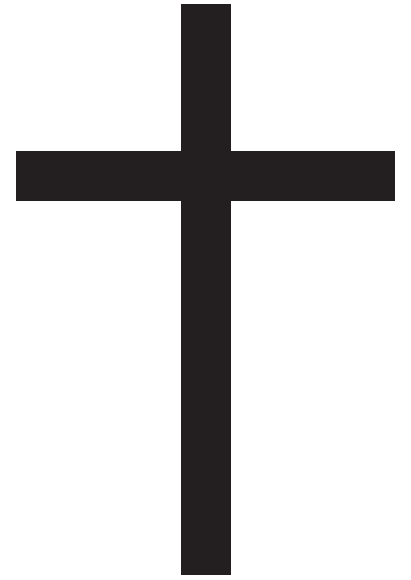
TO 45.000

ENDS HOSPITALIZATIONS!



250 - 300

**CHILDREN A YEAR DIE
FROM INJURIES!**



JEŽKOVY VOČI

KIDMAP decided to respond to this alarming numbers - creating own project on the primary children injury prevention - JežkovyVoči

PREVENTION

is an effective tool for the accident's prevention

OBJECTIVE

is to reduce the incidence of children's accidents

HOW

a new unique way to communicate with the selected target group of children

TOOL

Web page www.jezkovyvoci.info

FINANCE

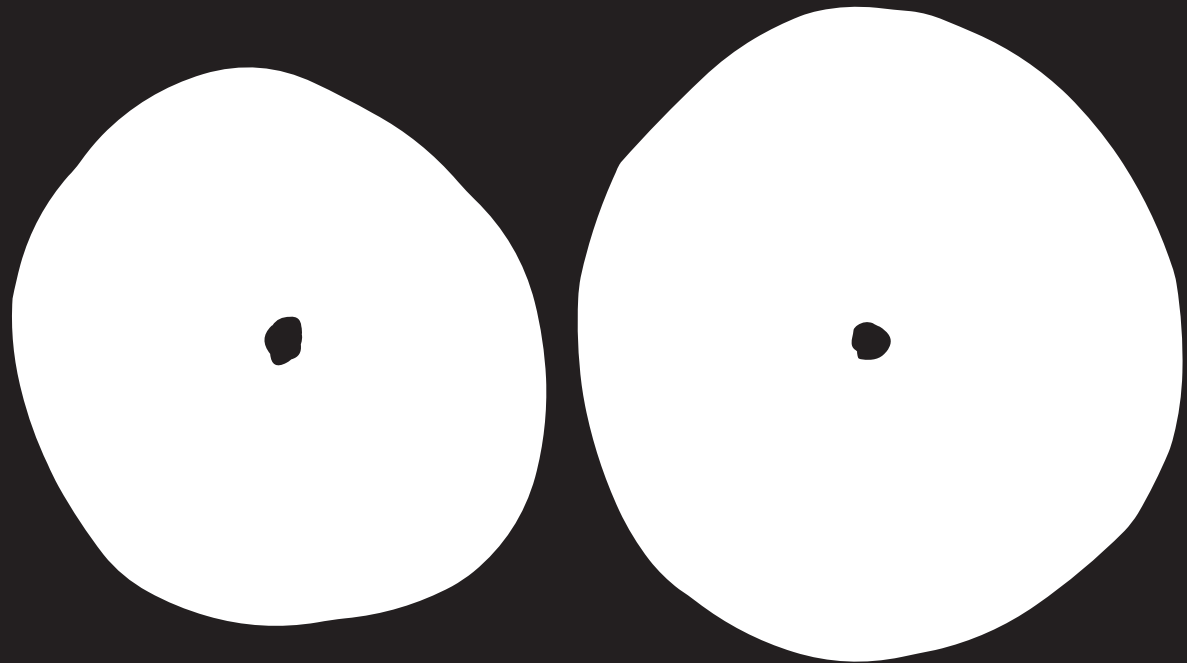
project was created with the financial support of the Ministry of health of The Czech Republic and the Norwegian funds



NAME OF THE PROJECT

It is an exclamation upon Hedgehog's trouble

Hedgehog = sympathetic small animal beloved by kids, looking from the same perspective to our "grown-up" world, where trying to navigate and survive



EDUCATION FOR SAFE BEHAVIOUR FOR CHILDREN 3-6

<http://jezkovyvoci.info/video>

Vivid, simple communication directly to the children

- their language
- resources that appeal to and know the animated short stories
- 2 heroes – the girl and boy (easy identification)

The situation of daily life are clearly visible, and to understand the consequences of irresponsible behaviour towards themselves and others

Growing perception of PERSONAL RESPONSIBILITY for their actions, but also the consequences of the "bad" behaviour an ADULT = only provider (i.e. video, he says he'll let you ... etc.)

EDUCATION FOR SAFE BEHAVIOUR FOR CHILDREN 6-10

<http://jezkovyvoci.info/6-10let>

Behaviour and actions in SOCIAL GROUPS

- school team, rings, party, reference group

Project leads to build children's RESPONSIBILITY for their actions and behaviour

Strong OVERALL SOCIAL interference

- bullying, cyber bullying, anorexia, tolerance towards minorities, handicapped citizens

All circuits created on the basis of a representative survey conducted on the target group (06/2015)

OUTPUTS OF THE PROJECT

kindergarten (children 3-6 years)

Primary prevention for children of pre-school age, focused on the safety of the environment in which the child moves

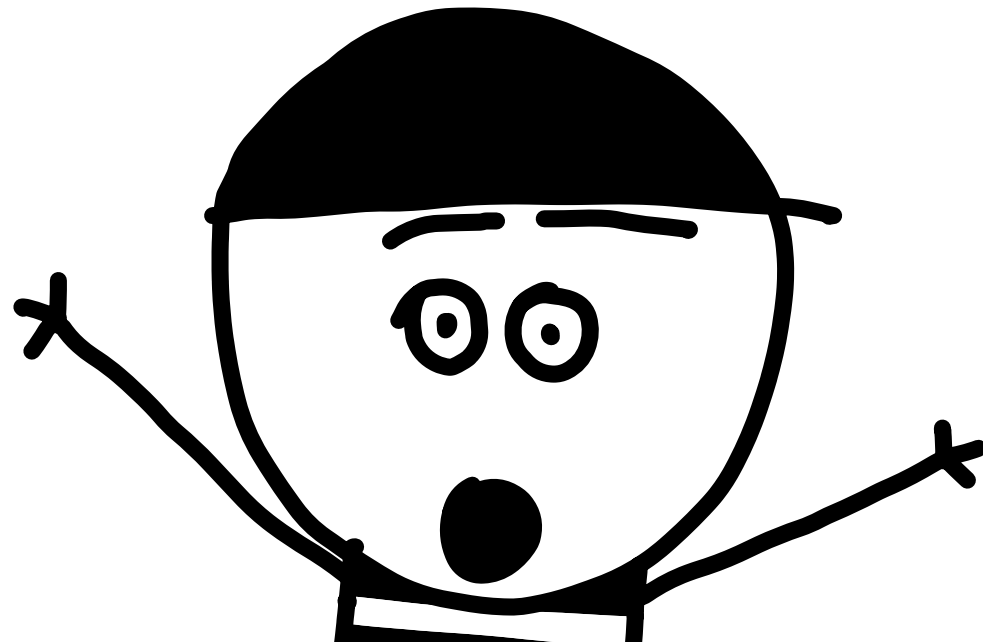
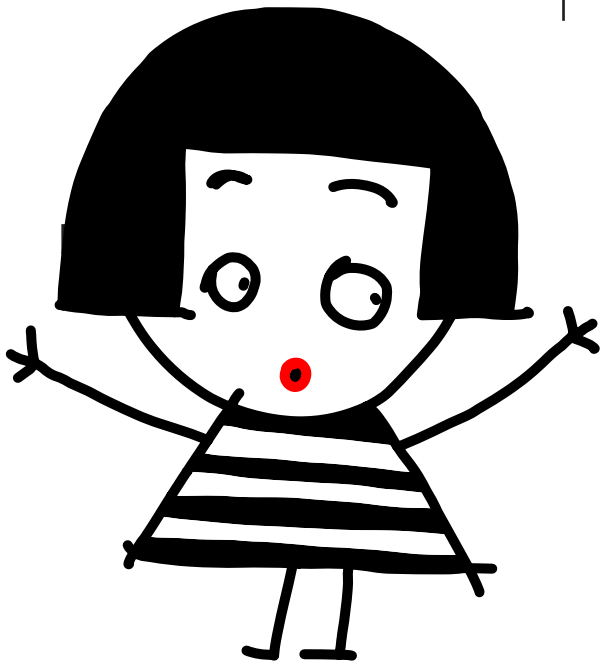
Danger topics based on the available statistics for the processed the incidence of selected target group

Shows the most frequent problem

over 13 topic hazards: crashes, poisoning, burns, electricity, drowning, choking, traffic accidents, cycling, dangerous games, dog attack, foreign people, a safe home, and SOS

Project outputs

- ▶ web site ww.jezkovyvocci.info
- ▶ 13 x video, each 240 sek
- ▶ 13 x worksheets for kid
- ▶ 14 x primary minimum
- ▶ Discussion important links



OUTPUTS OF THE PROJECT

school-age (children 6-10 years)

Primary prevention for younger school age children aimed at raising awareness of risk behaviour in everyday situations. and develops their own responsibility. Danger topics were determined and based on the results of a representative research, which carried out the KIDMAP



Shows the 5 lines coming out from the research carried out

It may or may not happen

(personal injury, burns, choking, poisoning, drowning, electric current, falls, cycling)

Fear

(traffic accidents, strangers, dog attack, bullying)

What you don't like yourself, do not do to others

(dangerous games, bullying)

Being hero easily and quickly

(safe internet)

SOS

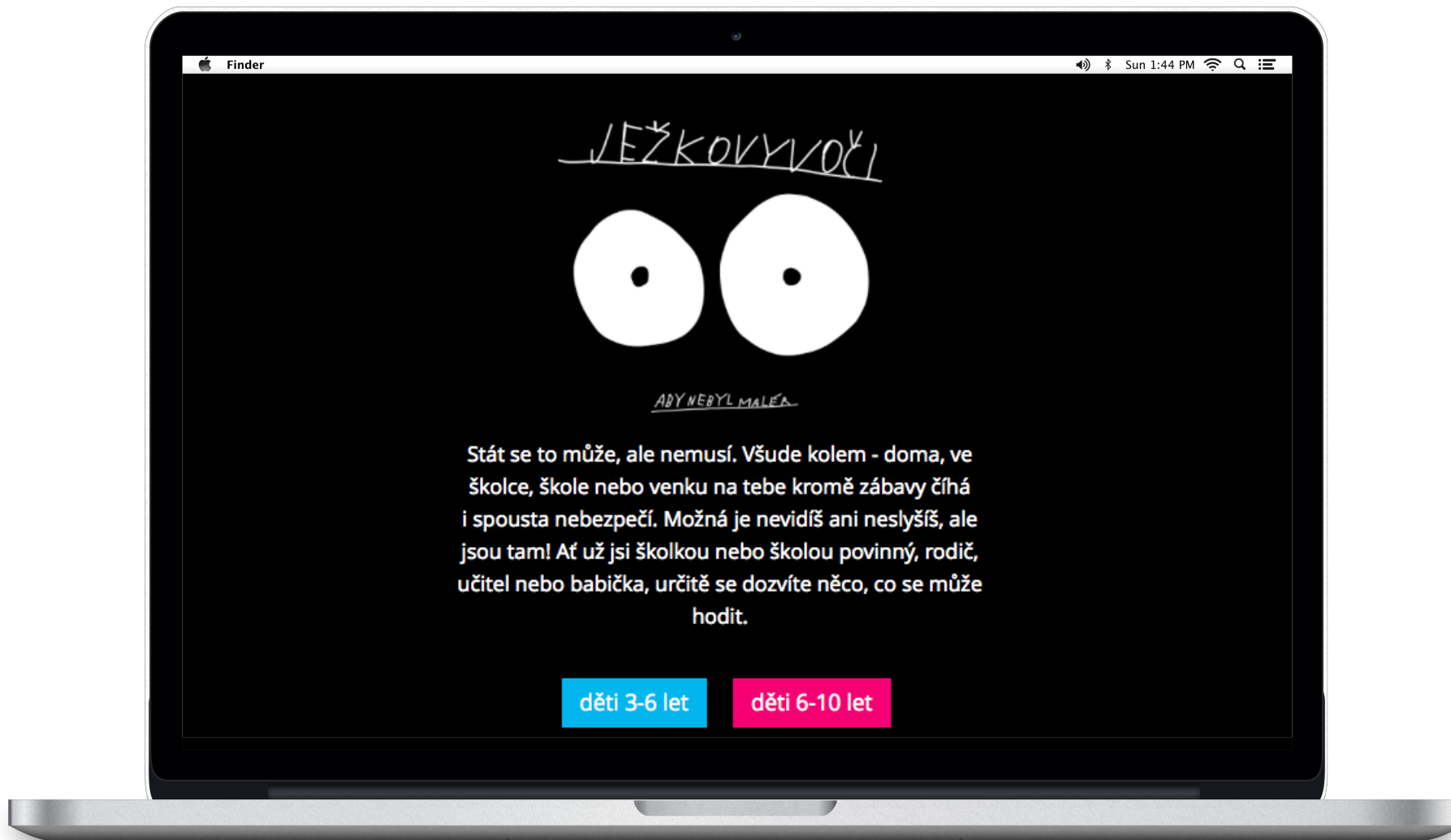
(for small paramedic, unexpected situation)

Project outputs

- ▶ web site ww.jezkovyvocci.info
- ▶ 5 x video, each 240 sek
- ▶ 16 x worksheets for kids 14
- ▶ 14 x primary minimum
- ▶ research Representative
- ▶ research results
- ▶ 12 x infographic
- ▶ Discussion important links



WWW.JEZKOVYVOCI.INFO



WWW.JEZKOVYVOCI.INFO

we see the project difference and uniqueness from others in the way it was produced and the communication tools we used. We talk directly to the children in their language, not through intermediaries (parents, teachers).

USED COMMUNICATION TOOLS

Animated videos to each danger topic

- ▶ there is a short animated video that shows children the most typical danger situations
- ▶ Average footage each 240 sec
- ▶ Dubbing – Jiří Lábus

Worksheets for kids

- ▶ colouring books, tests
- ▶ synergistic supporting educational material which complements and extends the information contained in the video to each topic

The methodological sheets for teachers and parents

- ▶ provide information about prevention and first aid to a given topic
- ▶ serves as methodological material for teachers
- ▶ comprehensive source of information for parents

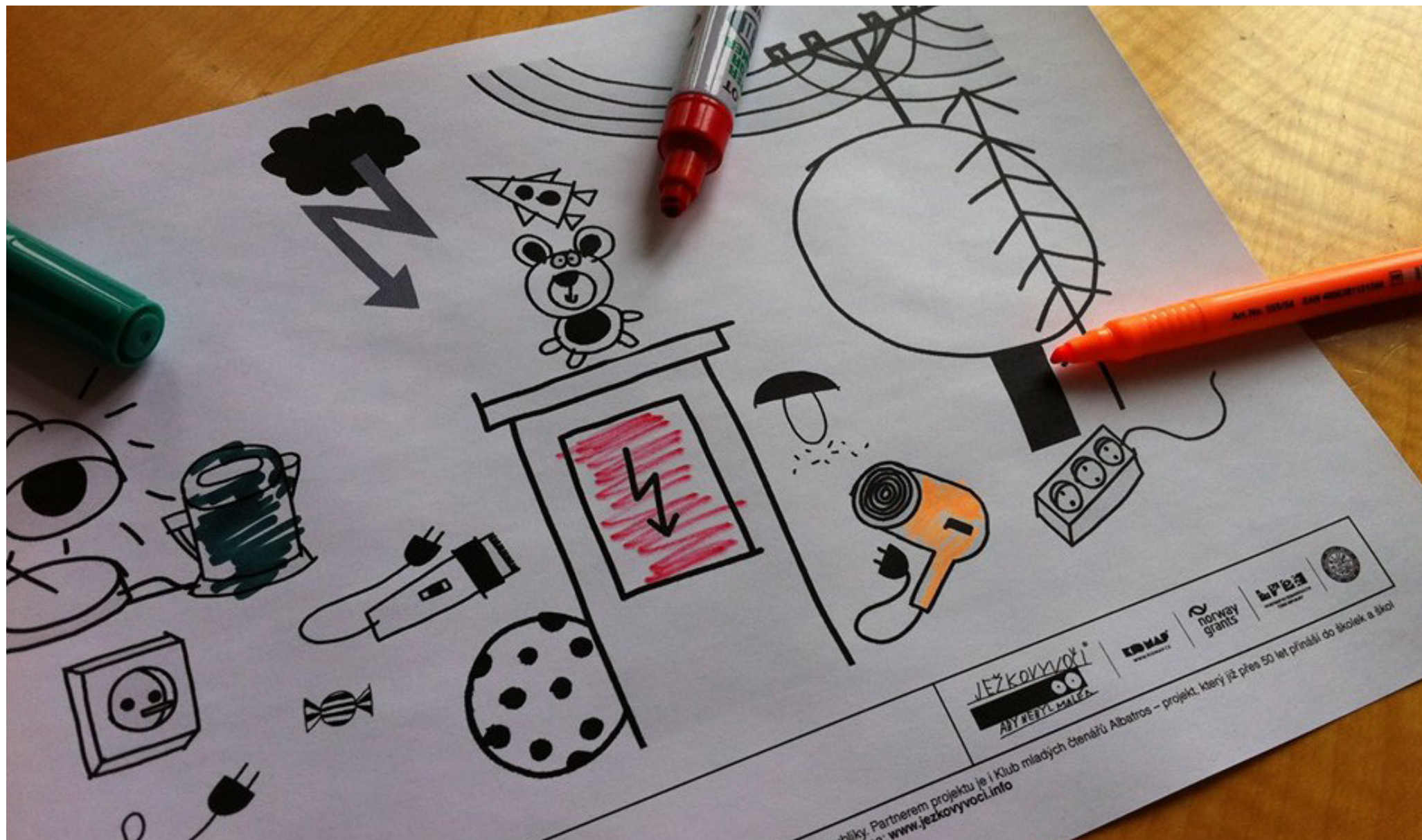
Links of interest

- ▶ links to other web sites where you can find additional information for these topics

Discussion

- ▶ driven discussions to each topic

WORKSHEETS AND METHODOLOGICAL SHEETS



WORKSHEETS AND METHODOLOGICAL SHEETS

POPÁLENÍ

Popáleniny jsou v dětském věku jedním z nejvážnějších poranění.

Miminko můžeme popálit horkým dudlíkem z ohřívacích lahví. Malé děti se nejčastěji opaří horkou tekutinou - kávou, čajem nebo vodou z rychlovarné konvice. Děti předškolního věku se snadno opaří horkou vodou z kohoutku, strhnou na sebe spolu s ubrusem hrnky, konvice s horkým obsahem, popálí se o kamna či sporák.



NIKDY NESAHEJ, KAM NEVIDÍŠ
Ideálně naučte dítě nesahat tam, kam nevidí. Odstraňte ze všech stolů ubrusy, aby je dítě na sebe (společně se všemi odloženými věcmi) nestrhlo.

DOSPĚLÍ PIJÍ HORKÉ NÁPOJE
Říká se tomu „syndrom neodělného odpoledne“. Přijde návštěva, vy při kávě na chvíli polevíte v ostražitosti a úplně normálně si odložíte hrnek s horkou kávou na konferenční stolek, který je pro dítě snadno dostupný. Vhodná příležitost pro vznik maléry.



U popálení a opaření je ohrožující nejen jejich hloubka (stupeň), ale především jejich rozsah. Dáváme obzvlášť velký pozor na příznaky šoku, který se u popálení nejčastěji projevuje horečkou a „třesavkou“. Šok je velmi nebezpečný, protože jeho příznaky mohou být lehce přehlédnutelné a přitom patří mezi život ohrožující stav. Je vhodné předpokládat, že všichni zranění, kteří utrpěli úraz, jsou postižení určitým stupněm šoku.

JAK POSTUPOVAT PŘI POPÁLENÍ, OPAŘENÍ

- Zamezte dalšímu působení zdroje tepla.
- I třeba a sundáte z dítěte hořící

- Popáleninu volně překryjte - nejlépe sterilním krytím (obvaz, šátek). Pokud nemáte, můžete použít čistou utěrku nebo látkový kapesník.
- Podle rozsahu a závažnosti zranění zavolejte záchranou službu - 155, nebo popálené dítě odveďte do nemocnice sami.
- Nikdy nepodceňujte závažnost popálení a neodkládejte návštěvu lékaře.

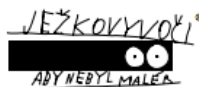
JAK POSTUPOVAT PŘI POLEPTÁNÍ CHEMIKÁLIÍ

- Sundejte potřísněný oděv.
- Potřísněná místa oplachujte vodou. Jde o to, aby chemická látka z postiženého místa odcházela co nejkratší cestou a přitom se nekontaminovala nepoškozená kůže.
- Podle rozsahu a závažnosti zranění zavolejte záchranou službu - 155, nebo poleptané dítě odveďte do nemocnice sami.
- Nikdy nepodceňujte závažnost poleptání a neodkládejte návštěvu lékaře.

5T PROTIŠOKOVÁ OPATŘENÍ

- (1T) TEPLŮ - snažíme se o udržení optimálního tepelného komfortu. Postiženého přikryjeme a velmi důležité je dát něco i pod něj, protože u postiženého správně nefunguje termoregulace. Postiženého však aktivně nezahříváme.

- (2T) TEKUTINY - nikdy nepodáváme!



www.jezkovyoci.info



MARKETING ACTIVITIES 2016

March

- launch sites ww.jezkovyvoči.info

April

- press conference for the launch of the project in the movie theatre Aero
- public relations - visibility in media: Prima, Česká Televize, Český rozhlas

April, May

- project promotion: sending information by post
- screening videos JežkovyVoči in movie theatres before the children's performances
- posters at podiatrist - the waiting rooms
- address mailing to the Director of the KINDERGARTEN and the ELEMENTARY SCHOOL - 2 x email campaigns (10 718 contacts database)
- printed information materials distributed across the Board to the kindergarten (4000) and the ELEMENTARY SCHOOL (4000)
- the number of fans on Facebook building
- project partners – mailing campaign database - 100 0000 Albatros

June

- Facebook campaign was the culmination of a competition for the children's books

September

- addressable mailing to the Director of the KINDERGARTEN and the ELEMENTARY SCHOOL-campaigns, when the project JežkovyVoči is already included in the educational programme
- the NURSERY SCHOOL and PRIMARY SCHOOL

WANT TO BECOME A PARTNER OF THE PROJECT, JEŽKOVYVOČI?



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