



THE
Safety
Chic

5-year Impact Report

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The Safety Chic is a child safety social enterprise established in 2016 to increase safety consciousness and reduce preventable accidents affecting children through developing safety education products and programmes for children and educators. The Train Them Young Initiative (#2TYI) is The Safety Chic's signature effort to reach young children across the country with basic safety skills so they can protect themselves in different situations.

Our unique approach of providing safety education using fun methods has helped us gain and sustain the



attention of children and educators whilst sharing valuable information.

MISSION: To become the most innovative safety education brand for African children by 2030

VISION: To reduce the rate of accidents affecting African children and youths by creating unique education products and programmes whilst providing active leadership and support.

ABOUT THE FOUNDER

Ugochi Obidiegwu is a Social Development Strategist with a specialty in developing products, programmes and providing policy advisory on pressing development issues affecting African children and youths. Her major work pillars are ensuring child safety, reducing substance abuse in youths and providing strategic direction for founders of social impact initiatives.

At The Safety Chic, she is the author of a **child safety story book series** self-published on Amazon which is available in English and French, co-creator of a COVID-19 online safety game for children and developer of a safety education app.



Her child safety training and products have been experienced by children in 11 countries. Her work in child safety has been recommended as good practice for member countries of the **European Network for Education and Training in Occupational Safety and Health (ENETOSH)**. Her work in safety education during the pandemic was featured by the **UN OHCHR**. She has shared her expertise with safety professionals at key industry events like the **2019 World Safety Organisation Symposium** in Las Vegas, **2021 World Congress Canada** and **2021 West Africa IOSH conference**. She convenes the annual **School Safety Summit** where teachers get trained and relevant stakeholders proffer solutions to safety challenges affecting school children. Her team has also provided free safety education resources to children in public and low-income schools in Nigeria to ensure they are carried along on the safety education campaign.

Ugochi Obidiegwu's work has been featured in both local and foreign media such as the **YALI Network**, **Tony Elumelu Foundation blog**, **She Leads Africa**, **Bellanaija**, **Guardian**. In 2016, she became a YALI Regional Leadership Centre Fellow for Emerging African Leaders. In 2017, she was a finalist for the McKinsey Next Generation Woman Leader Award. In 2018, she became a Tony Elumelu Entrepreneur and was selected by the US government as one of Africa's promising leaders through the Mandela Washington Fellowship. In 2019, she won the **Africa Safety Awards for Excellence (AFRISAFE)** in the "Shining Star" category for raising awareness through various health and safety initiatives. Ugochi is committed to ensuring that young people become better versions of themselves through her work in social development

OUR PRODUCTS AND PROGRAMMES

Train Them Young Initiative (#2TYI)

The Train Them Young Initiative (#2TYI) is The Safety Chic's signature effort to reach young children across the country with basic safety skills so they can protect themselves in different situations. In this initiative, children are taught on different aspects of safety using the in-house curriculum. It leverages book reading sessions, practical training sessions and movie day with teenagers.



TRAIN THEM YOUNG INITIATIVE



MOVIE DAY WITH THE SAFETY CHIC



2017



2018



2019

School Safety Summit

The School Safety Summit is the annual industry event organised by The Safety Chic. It is a forum for stakeholders to identify the safety challenges in the school system and proffer solutions to them. 5 editions have been held – 3 in-person and 2 virtually.

2017



2018



2019



Safety Education Products

These are African-themed education products that simplify complex safety messaging for children in a way that they can understand and remember. The use of stories, African characters and contexts, games, puzzles and lots of colour has made it a winner with children.

SAFETY EDUCATION PRODUCTS



Child Safety Storybooks

School Safety Posters



Online Game



KEY MILESTONES

Some highlights are:

- Over **8000** children have experienced our child safety training and products in **11** countries.
- Over **3000** teachers and parents have experienced our training through the School Safety Summit and other specialized training.
- We have developed **4** new safety education products (books, posters, game, app).
- After measurement, our safety education products have been rated to increase children's safety knowledge level by **70.9%**.



Mathematics
Date: / /
Topic: / /

Mathematics
Date: / /
Topic: / /

Mathematics
Date: / /
Topic: / /
What is the first value of x?
x = 20
x = 30
x = 40
x = 50
x = 60
x = 70
x = 80
x = 90
x = 100

Chemistry
Date: / /
Topic: / /
What is the first value of x?
x = 20
x = 30
x = 40
x = 50
x = 60
x = 70
x = 80
x = 90
x = 100

Agriculture Science
Date: / /
Topic: / /
Agents of soil formation
1. Wind
2. Water
3. Ice
4. Gravity
5. Living organisms
6. Parent material

LET'S LEARN TO READ
LET'S LEARN TO WRITE
LET'S LEARN TO SPEAK

Amazing
Thought
Happy
Mind

LET'S LEARN TO READ
LET'S LEARN TO WRITE
LET'S LEARN TO SPEAK

LET'S LEARN TO READ
LET'S LEARN TO WRITE
LET'S LEARN TO SPEAK

LET'S LEARN TO READ
LET'S LEARN TO WRITE
LET'S LEARN TO SPEAK

LET'S LEARN TO READ
LET'S LEARN TO WRITE
LET'S LEARN TO SPEAK

YELLOW
FIGURE

- During the pandemic, **1000** children in **6** states received safety education story booklet for free.
- Our work has been featured in local and foreign media (TV, radio and print) such as The Guardian, IOSH Magazine, Arizona PBS, She Leads Africa, YALI Network, Bellanaija, TVC etc.



Traction

Child safety storybooks available in **English and French**

The European Network for Education and Training in Occupational Safety and Health (ENETOSH) recommended our work as **good practice for member countries**

Over **8000** children in **11 countries** have experienced our child safety training and products

The **UN OHCHR** recognized our work in safety education during the pandemic

Received the **AFRISAFE Shining Star Award** for contributions to the safety industry

Developed an **African themed online game** to prepare children for resumption in a pandemic

