**dontchoke.ubc.ca: A GLOBAL CHOKING PREVENTION STRATEGY – 2018 UPDATE & CALL TO ACTION**

**dontchoke.ubc.ca** is an evidence-based educational website in 8 languages...

PLEASE share with everyone 10 years and older, especially high-school students, parents and teachers, globally!

*Educating the parents of tomorrow, today*

**A moment of care can save a life!**

Choking is the 3rd or 4th leading cause of accidental childhood death, worldwide.

Non-lethal upper aerodigestive foreign bodies also cause considerable morbidity - and health care expenditures.

**dontchoke.ubc.ca** presents multi-media (via computers) to simulate successful educational campaigns in Israel and Crete*

In December 2013, dontchoke.ubc.ca was studied in 122 students (age 16-18 years) in Vancouver and found to significantly improve understanding of choking risks and choking prevention (p<0.0001).

Since its November 11, 2013 launch, dontchoke.ubc.ca has received > 90K pageviews by > 52K viewers (over 18 years of age, per Google Analytics, May 2018).

Educational studies of preteen video and initial website:


dontchoke.ubc.ca is available in English, Spanish, traditional and simplified Mandarin, French, Portuguese, Arabic and Nepali.

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