



# Online First Aid training and application tools: review of National Societies' websites

---

The International Federation of Red Cross and Red Crescent Societies (IFRC) is the world's largest volunteer-based humanitarian network, reaching 150 million people each year through our 187 member National Societies. Together, we act before, during and after disasters and health emergencies to meet the needs and improve the lives of vulnerable people. We do so with impartiality as to nationality, race, gender, religious beliefs, class and political opinions.

Guided by *Strategy 2020* – our collective plan of action to tackle the major humanitarian and development challenges of this decade – we are committed to ‘saving lives and changing minds’.

Our strength lies in our volunteer network, our community-based expertise and our independence and neutrality. We work to improve humanitarian standards, as partners in development and in response to disasters. We persuade decision-makers to act at all times in the interests of vulnerable people. The result: we enable healthy and safe communities, reduce vulnerabilities, strengthen resilience and foster a culture of peace around the world.

---

© International Federation of Red Cross  
and Red Crescent Societies, Geneva, 2013

Any part of this publication may be cited, copied, translated into other languages or adapted to meet local needs without prior permission from the International Federation of Red Cross and Red Crescent Societies, provided that the source is clearly stated.

Requests for commercial reproduction should be directed to the IFRC Secretariat at [secretariat@ifrc.org](mailto:secretariat@ifrc.org)

All photos used in this study are copyright of the IFRC unless otherwise indicated.

Cover photo: British Red Cross

P.O. Box 303  
CH-1211 Geneva 19  
Switzerland  
Telephone: +41 22 730 4222  
Telefax: +41 22 733 0395  
E-mail: [secretariat@ifrc.org](mailto:secretariat@ifrc.org)  
Web site: [www.ifrc.org](http://www.ifrc.org)

**1254500 Online First Aid training and application  
tools: Review of National Societies' websites  
06/2013 E**

Follow us:



# Table of contents

<b>1. Background</b>	<b>4</b>
<b>2. Objectives</b>	<b>5</b>
<b>3. Methodology</b>	<b>5</b>
<b>4. Results</b>	<b>5</b>
American Red Cross	6
Australian Red Cross	6
Austrian Red Cross	8
Bolivian Red Cross	9
British Red Cross	9
Colombian Red Cross	12
Danish Red Cross	12
Finnish Red Cross	12
French Red Cross	13
German Red Cross	13
Netherlands Red Cross	13
New Zealand Red Cross	14
Saudi Arabian Red Crescent Society	16
Singapore Red Cross Society	16
Spanish Red Cross	16
Swiss Red Cross	16
Turkish Red Crescent Society	17
<b>5. First-Aid e-learning competitors</b>	<b>18</b>

# 1. Background

Providing first-aid services to injured people was one of the first services provided by the Red Cross Red Crescent volunteers for more than 100 years. Now, almost all 187 Red Cross Red Crescent National Societies have first aid as their core activity. Task-shifting (a process of delegation whereby tasks are moved, where appropriate, to less specialized persons) has become a very important process in addressing health challenges in the last few years, National Red Cross Red Crescent Societies are the major first-aid educators and providers in the world.

According to the International Federation of Red Cross and Red Crescent Societies' (IFRC) 2010 records, more than 17 million people received first-aid education by National Societies through face-to-face first-aid training in different settings (e.g., a National Society training room, workplace, school or community). Consequently, more than 46 million were reached by first-aid and preventive messages by Red Cross Red Crescent volunteers. There are now also several online first-aid courses (i.e., e-learning) avail-

able, as well as a number of first-aid applications for smartphones or the web, established by National Societies in different languages.

For some National Societies, online training helps to increase participants' knowledge about first aid before face-to-face training and for refresher purposes. With the improvement in the quality of online sources on first aid, other National Societies consider online learning as an independent and sufficient means of first-aid training. This is particularly because of the completeness and comprehensiveness of the material provided online and the constant updating of such sources, as well as the easier access to these online sources by the public.

There is a need to better measure the impact of first-aid training, whether face-to-face or online, in terms of the usage of the training by trainees and the number of people who have benefited from first-aid services. It is important to install follow-up measures, especially web-based, to keep track of the trainees and their use of the training provided. Such controls will assist in also identifying the gaps in training for each National Society and the necessary capacity-building needs for follow-up.



Jimmy Kets/Belgian Red Cross



## 2. Objectives

The purpose of this report is to identify and summarize first-aid e-tools applications (i.e., e-learning, mobile applications, etc.) used by different National Societies and as shown on their websites. In addition, it aims to identify the online measures implemented by National Societies for follow-up about participants and their use of the first-aid training. This includes using technology for monitoring and evaluation to measure impact and creating a database for follow-up.

## 3. Methodology

The list of National Societies and their websites has been identified on the IFRC website: [www.ifrc.org/en/who-we-are/the-movement/national-societies/](http://www.ifrc.org/en/who-we-are/the-movement/national-societies/).

Each of the National Societies' websites, [presented on the IFRC website](http://www.ifrc.org/en/who-we-are/the-movement/national-societies/), was reviewed to identify whether e-learning tools and mobile applications were available on their websites. Google Translate was consulted for all websites not presenting information in English, French or Arabic. All identified National Societies presenting e-tools on their website were contacted for further information in accordance with the objectives of this report.

## 4. Results

There are 16 National Societies that provide some form of first-aid e-learning services on their websites. The services offered include:

- **Online first-aid courses** provided by the Bolivian, British, Colombian and Netherlands Red Cross Societies, among which only the British courses are freely available to the general public. The British Red Cross also provides an online certification should a person pass the first-aid quizzes available on the website.
- **Blended-approach courses** provided for a fee by the Australian, New Zealand and Swiss Red Cross Societies and involve having access to online material and assessments after which the individual needs to take a certain number of face-to-face trainings and pass a practical exam to achieve certification.
- **Refresher courses** provided by the American Red Cross Society. These courses are only available for



School teacher Madelyn Gejardo Bacani sharing lessons on how to use first aid supplies provided by the Red Cross, Palawan, Philippines.

those who attended face-to-face training before and wish to renew their certification.

- **Video materials** provided by the Austrian, British, Finnish Red Cross Societies and the Saudi Arabian Red Crescent Society. These videos range from general overviews of basic first-aid techniques to tailored videos for a long list of accident and emergency cases.
- **Smartphone first-aid applications** provided by the American, Austrian, British, Danish, French, German, Netherlands and Singapore Red Cross Societies. The features of the applications vary and may include videos and animations, safety tips, accident coaching, alerts for extreme weather conditions, interactive quizzes, first-aid games, a localization system and an integrated emergency calling system.
- **First-aid games** provided by the Finnish Red Cross and allowing first-aiders to enjoy testing their skills and readiness to respond to accidents.
- **Social media such as Facebook which collaborated with the British Red Cross** and held an online party to teach first aid to young people. Using music, reality TV and drama, the participants practised responding to fictitious emergency situations and appreciated having knowledge of first aid. This social experiment was live documented and will be used as a resource in a DVD designed and sent free of charge to teachers in every secondary school in the UK.

Below is a description summary of the e-tools available on the websites of the 16 national societies, listed in alphabetical order.

## American Red Cross

Web links: [www.redcrossrefresher.com/](http://www.redcrossrefresher.com/); [www.redcross.org/prepare/mobile-apps](http://www.redcross.org/prepare/mobile-apps)

Contact: david.markenson@redcross.org

Language: English



The American Red Cross website, through its refresher center, provides refresher courses following any first-aid training. The refresher courses include interactive quizzes, games, learning activities and videos to keep participants' skills fresh between certifications. These courses were designed based on the findings by a research review conducted by the American Red Cross Scientific Advisory Council and stipulate that: (1) Cardiopulmonary resuscitation (CPR) skill retention begins to decline within a few months after a participant has been trained and progressively decreases for about a year; and (2) less than half of the course participants can pass a skills test one year after training.

The American Red Cross recommends the completion of a refresher every three months to keep participants' knowledge and skills up to date and to feel ready to respond – at home, at school, at the workplace, in the community or as a professional rescuer.

For training information that has been updated or changed, a video section is provided for review before undertaking the refresher quiz. There are three categories of first-aid refresher quizzes available on the website, as follows:

- First Aid/CPR/AED (i.e., automated external defibrillator) for Workplaces, Schools and Individuals, including:
  - ✓ Adult CPR (four refresher courses)
  - ✓ Child CPR (three refresher courses)
  - ✓ Infant CPR (three refresher courses)
  - ✓ First Aid (three refresher courses)
- CPR/AED for Professional Rescuers and Health Care Providers, including:
  - ✓ Breathing and Cardiac Emergencies (four refresher courses)
- Lifeguarding (eight refresher courses)

The American Red Cross website also provides a series of free smartphone applications available for iPhone and Android devices in collaboration with and building on the work of the British Red Cross in this area. The applications cover a broad range of topics, including first aid and CPR, preparedness and caregiving, and are used for education, reference and recruitment for courses.

The first-aid application features simple step-by-step instructions as well as videos and animations for everyday first-aid scenarios. It also includes safety tips for everything from severe winter weather to hurricanes, earthquakes and tornadoes to help participants prepare for emergencies. It is fully integrated with the 911 emergency number so an emergency medical service (EMS) call can be placed from the application at any time. The pre-loaded content ensures the instant access to all safety information at any time, even when without reception or an Internet connection. Finally, the application includes interactive quizzes allowing the trainee to earn a series of badges to represent their level of life-saving knowledge. These badges can easily be shared via social networks and short messaging system (SMS), furthering awareness of the application's availability.

## Australian Red Cross

Web link: [www.redcross.org.au/blended-learning.aspx](http://www.redcross.org.au/blended-learning.aspx)

Contact: No specified contact

Language: English

The Australian Red Cross offers accredited and nationally recognized first-aid blended



e-learning courses which include a mix of online and face-to-face training, promoted as an ideal solution for those wanting to gain a qualification in a way that suits their schedule, location and level of understanding. The materials follow the Australian Resuscitation Council Guidelines and the HLT07 Health Services Training Package.

All theory is delivered online through an easy-to-use learning portal available for 12 months. Once all online components have been completed, individuals book in for their demonstration and practical assessment session at the closest Red Cross College office to gain the full qualification (ideally within six weeks). Practical sessions are conducted by fully qualified trainers and assessors. The courses have no prerequisites and are open to individuals, businesses and community groups around the country. There are four different blended first-aid courses available on the website, as follows:

- Apply First Aid (previously known as Senior First Aid)

The course teaches the fundamental principles, knowledge and skills enabling the person to provide emergency care for injuries and illnesses in the home or workplace. The course covers the following topics:

- ✓ Chain of survival
- ✓ Assessing the situation
- ✓ DRSABCD – D = Danger; R = Response; S = Send for help; A = Airway, B = Breathing; C = Compression; D = Defibrillate (Basic Life Support)
- ✓ Performing CPR
- ✓ Demonstrate use of an AED
- ✓ Care of the collapsed, unconscious person
- ✓ Special techniques for children and infants
- ✓ CPR in special circumstances
- ✓ Breathing emergencies including choking and asthma
- ✓ Cardiac emergencies
- ✓ Severe allergic reactions
- ✓ Shock
- ✓ Bleeding and wound care
- ✓ Burns and scalds
- ✓ Extremes of heat and cold
- ✓ Poisoning
- ✓ Altered conscious states
- ✓ Bites and stings
- ✓ Musculoskeletal injuries
- ✓ Infection control
- ✓ Reporting procedures.

The course includes several short quizzes and on-screen assessment activities. This is followed

by a practical skills instruction and assessment session (eight hours) to acquire practical instruction and undergo the assessment towards achieving certification. This course costs 150 Australian Dollars (AUD) (approximately 158 United States Dollars (USD)).

- ECD (Early Childhood Development) BELS (Basic Emergency Life Support)

This course teaches the fundamental principles, knowledge and skills enabling a person to provide emergency care for injuries and illnesses in the school, home or the workplace. It is specifically offered to those working in an early childhood environment and includes content that is focused on specific injuries and illnesses that are prevalent in children. The course covers the following topics:

- ✓ Chain of survival
- ✓ Assessing the situation
- ✓ DRSABCD (Basic Life Support)
- ✓ Performing CPR
- ✓ Demonstrate use of an AED
- ✓ Care of the collapsed, unconscious person
- ✓ Special techniques for children and infants
- ✓ CPR in special circumstances
- ✓ Breathing emergencies including choking and asthma
- ✓ Cardiac emergencies
- ✓ Severe allergic reactions
- ✓ Shock
- ✓ Bleeding and wound care
- ✓ Burns and scalds
- ✓ Altered conscious states
- ✓ Bites and stings
- ✓ Musculoskeletal injuries
- ✓ Infection control
- ✓ Reporting procedures.

The course includes several short quizzes and on-screen assessment activities. Once successfully completed, the individual can print their certificate of theory competence.

To finalize the qualification, the person is then required to attend a practical skills instruction and assessment session (three to four hours). This course costs 95 AUD (approximately 100 USD).

- Provide Basic Emergency Life Support (PBELS)

This course teaches the skills and knowledge to perform basic first aid for life-threatening injuries and illnesses, as well as to provide first-aid care for injuries and illnesses in the home or workplace. It covers the following topics:

- ✓ Chain of survival



- ✓ Assessing the situation
- ✓ DRSABCD
- ✓ Performing CPR
- ✓ Demonstrating the use of an AED
- ✓ Care of the unconscious person
- ✓ Special techniques for children and infants
- ✓ CPR in special circumstances
- ✓ Breathing emergencies including choking and asthma
- ✓ Shock
- ✓ Severe allergic reactions
- ✓ Bleeding and wound care
- ✓ Infection control
- ✓ Reporting procedures.

On successful completion of the online course component, participants are issued with a Statement of Completion and then required to complete a practical skills instruction and assessment session to receive a Statement of Attainment. The course costs 95 AUD (approximately 100 USD).

- Perform CPR

This course provides the knowledge and skills necessary to maintain breathing and circulation in an adult, child or infant following cardiac arrest. The content is based on Australian Resuscitation Council Guidelines. Individuals can choose whether to only participate in the online version of this course or to continue through to a practical assessment session (one to one-and-a-half hours) by a certified trainer through practical skills, role-plays and student demonstration to gain CPR certification. The course content covers the following topics:

- ✓ Chain of survival
- ✓ Assessing the situation
- ✓ DRSABCD
- ✓ Performing CPR
- ✓ Demonstrating the use of an AED
- ✓ Care of the collapsed, unconscious person
- ✓ Special techniques for children and infants
- ✓ CPR in special circumstances
- ✓ Infection control
- ✓ Reporting procedures.

It is recommended to update this course every 12 months. The course costs 55 AUD (approximately 58 USD).

## Austrian Red Cross

Web links: <http://kurse.rotekreuz.at/>; <http://eh.rotekreuz.at/>

Contacts: alexander.kurucz@rotekreuz.at; susanne.schunder@redcross.at; daniel.kaspar@redcross.at

Language: Austrian

The Austrian Red Cross website provides a series of videos which displays the first-aid measures and techniques to be performed in the case of a list of accidents:

- ✓ Emergency calls
- ✓ Motorcycle accidents
- ✓ Road accidents
- ✓ Respiratory cardiac arrest – children
- ✓ Respiratory cardiac arrest – adults
- ✓ Heart attacks
- ✓ Strokes
- ✓ Hypoglycaemia
- ✓ Sunstroke
- ✓ Choking
- ✓ Poisoning
- ✓ Major bleeding – fingers
- ✓ Major bleeding – pressure bandages
- ✓ Abrasions, cuts, lacerations
- ✓ Burns
- ✓ Eye burns
- ✓ Bone/joint injuries.



On the “learn first aid online”, there is another series of videos and instructions provided for making an emergency call, dealing with an injury with strong blood discharge and on how to rescue a motionless emergency patient. It is specified, however, that this online tool should be used as a refresher and cannot replace attending a first-aid course in which the individual acquires the experience to perform first aid. These videos record around 150 views per day via [www.youtube.com/rkbildungszentrum](http://www.youtube.com/rkbildungszentrum).



The website also offers three free smartphone applications:

1. **“Drive & Help”**, a new mobile tool for road safety and a joint project of the Committee for Traffic Safety and the Austrian Red Cross. This application is available for Android-enabled devices, iPhone and iPod touch, and provides many useful features on the topics of accident, first aid and safety, as follows:
  - ✓ Emergency numbers – with click-to-call feature
  - ✓ Braking distance calculator
  - ✓ First-aid game – choose the correct first-aid measure for emergency!
  - ✓ Coach accident – quick guides to the most important processes of an accident
  - ✓ “IN” – communication in an emergency
  - ✓ Emergencies
  - ✓ Locating system
  - ✓ Tip of the day – on safety and first aid.

2. **eErsteHilfe** (application of the Styrian branch) brings the content of the first-aid booklet from the basic course to the smartphone in a short and clear way. The application does not replace first-aid trainings; it is only a means of repetition of the learning covered.



- [https://play.google.com/store/apps/details?id=at.fh.firstaid&feature=search\\_result#?t=W251bGwsMSwxLDEsImF0LmZoLmZpcnN0YWlkil0.](https://play.google.com/store/apps/details?id=at.fh.firstaid&feature=search_result#?t=W251bGwsMSwxLDEsImF0LmZoLmZpcnN0YWlkil0.)

3. **Rotes Kreuz** (application of the Upper Austrian branch)  
– this application provides information on how to deal with first-aid scenarios at any time. It also includes details about blood donation services and many other services offered by the Austrian Red Cross.



- [https://play.google.com/store/apps/details?id=at.fhooe.mc.app&feature=search\\_result#?t=W251bGwsMSwxLDEsImF0LmZob29lLm1jLmFwcCJd](https://play.google.com/store/apps/details?id=at.fhooe.mc.app&feature=search_result#?t=W251bGwsMSwxLDEsImF0LmZob29lLm1jLmFwcCJd).

## Bolivian Red Cross

Web link: [www.cruzrojaboliviana.org/2009/virtual/index.html](http://www.cruzrojaboliviana.org/2009/virtual/index.html)

Contact: [cursosvirtuales@cuzrojaboliviana.org](mailto:cursosvirtuales@cuzrojaboliviana.org)  
Language: Bolivian



The Bolivian Red Cross has initiated virtual education courses in first aid since 2009 with the aim of promoting the community first-aid skills development especially for people with limited resources and those who are unable to participate in the four-week training in basic first aid. A registration form is to be completed and sent to a specified e-mail for access to the virtual training material. No further information is publicly provided on the website about the content of the first-aid e-learning tools and materials.

## British Red Cross

Web link: [www.redcross.org.uk/firstaid](http://www.redcross.org.uk/firstaid)

Contacts: [firstaid@redcross.org.uk](mailto:firstaid@redcross.org.uk)

CBoase@redcross.org.uk

Language: English

**Everyday First Aid** enables the public to learn basic first-aid skills at their own pace and in a variety of ways. It features real people in real-life situations



and allows learners to gain skills through watching videos and by written text, with additional information in question-and-answer sections. Some scenarios also have supporting animations to help the public understand the reasons why first aid works.

Extra features include a downloadable factsheet, a quick reference guide for those short of time and a quiz to test people's knowledge. This quiz also allows people to download and print a certificate as a record of their learning.

By making first-aid skills simpler and easier to learn, the British Red Cross hopes people will be more confident and willing to use their first-aid skills in emergencies. The website is free to access and the first-aid skills included are as follows:

- ✓ Allergies/anaphylaxis
- ✓ Asthma attack
- ✓ Bleeding heavily
- ✓ Broken bone
- ✓ Burn or scald
- ✓ Choking
- ✓ Diabetic emergency
- ✓ Distressed
- ✓ Head injury
- ✓ Heart attack
- ✓ Hypothermia
- ✓ Meningitis
- ✓ Poisoning/harmful substances
- ✓ Seizure/epilepsy
- ✓ Strains and sprains
- ✓ Stroke/brain attack
- ✓ Unconscious and breathing
- ✓ Unconscious and not breathing.

Monitoring is carried out by meanings of the following measures:

- ✓ Number of page views on the website
- ✓ Number of video views
- ✓ Questions 'Are you more willing/confident to do the first aid?' at the end of videos
- ✓ Number of people completing the quiz.

**Inclusive first-aid resources** – The British Red Cross provides inclusive first-aid material online in the form of audio first-aid training clips and videos with the British sign-language version. Audio clips giving basic advice about first aid are available for listening to or downloading and are useful for those who are blind or partially sighted. They are designed for use by both qualified first-aid experts or begin-



ners in the use of first aid, and cover the following subjects:

- ✓ Introduction
- ✓ Checking for breathing
- ✓ If the casualty is unconscious and breathing
- ✓ If the casualty is unconscious and not breathing
- ✓ Choking
- ✓ Bleeding
- ✓ A nosebleed
- ✓ Shock
- ✓ Burns and scalds
- ✓ Stroke
- ✓ Disorders of the heart
- ✓ Diabetes
- ✓ Drowning
- ✓ Electrocution
- ✓ Allergic reactions
- ✓ Asthma
- ✓ Seizure
- ✓ Strains and sprains
- ✓ Conclusion

In the past five years, the British Red Cross has produced more than 50 first-aid videos for online learning products. The content is kept simple with as few steps as possible to help with information recall. The context is displayed as realistically as possible with real people or actors to allow people to identify with it and consequently better remember the story and combine the learning. Visual reinforcement by using repetition of imagery and graphics throughout is also emphasized. The series of signed first-aid videos demonstrates how to react to emergency situations and treat a wide range of conditions, including the following:

- ✓ Asthma attack
- ✓ Bleeding heavily
- ✓ Broken bone
- ✓ Burn or scald
- ✓ Choking
- ✓ Diabetic emergency
- ✓ Distressed
- ✓ Head injury
- ✓ Heart attack
- ✓ Poisoning/harmful substances
- ✓ Seizure/epilepsy
- ✓ Stroke/brain attack
- ✓ Unconscious and breathing
- ✓ Unconscious and not breathing.

The public are invited to test their knowledge by self-administering an online quiz and if successfully completed they can print their own certificate from the British Red Cross.

**Children First Aid** – Building on the success of Everyday First Aid online, Children First Aid is a very similar website but instead enables the public to learn about first aid for babies and children. Again it features real people in real-life situations and allows learners to gain skills through watching videos and by written text, with additional information in question-and-answer sections.

The website presents the first aid in a simple way to make it easier to learn and recall. The website is free to access and the first-aid skills included are as follows:

- ✓ Allergic reaction
- ✓ Asthma attack
- ✓ Bleeding heavily
- ✓ Broken bone
- ✓ Burn or scald
- ✓ Choking baby
- ✓ Choking child
- ✓ Croup
- ✓ Epileptic seizure
- ✓ Febrile seizure
- ✓ Fever
- ✓ Head injury
- ✓ Meningitis
- ✓ Nosebleed
- ✓ Poisoning/harmful substances
- ✓ Unconscious and breathing baby
- ✓ Unconscious and breathing child
- ✓ Unconscious and not breathing baby
- ✓ Unconscious and not breathing child
- ✓ Vomiting and diarrhoea.

Monitoring is undertaken using the following measures:

- ✓ Number of page views on the website
- ✓ Number of video views
- ✓ Number of people completing the quiz.

#### Mobile application: First aid by the British Red Cross

The British Red Cross website also provides a free smartphone application available for Apple, Android and BlackBerry phones featuring simple and easy advice on 18 everyday first-aid scenarios, as well as tips on how to prepare for emergencies, from severe winter weather to road traffic accidents and to help people respond to accidents quickly and adequately. The application includes videos, interactive quizzes and simple step-by-step advice under the motto “it’s never been easier to learn first aid”. All the necessary information is hosted on the application itself without any



need for an Internet connection, therefore making it quick and easy to access. A QR code is provided for each smartphone device.

Monitoring is undertaken using the following measures:

- ✓ Number of downloads
- ✓ Time spent on pages on the website
- ✓ Number of video views
- ✓ Number of people completing the quizzes.

#### The Life. Live it. First-aid education for children

This free online resource helps children aged 5 to 11 to learn life-saving first-aid skills. The main themes included are: staying safe, saving lives and emergency action. It has been designed so that educators with no previous first-aid experience can teach life-saving skills to their students. Parents are also encouraged to explore the resource and its learning with their children. The website includes flexible lesson plans, interactive activities, accident scenario cards, worksheets, ‘how to’ videos and an interactive quiz.



The first-aid skills covered in the ‘saving lives’ theme are: choking, burns, bleeding, unconscious and breathing, asthma attack, and broken bones.

Monitoring is carried out by means of the following measures:

- ✓ Number of teachers registered to use it
- ✓ Number of schools registered to use it
- ✓ Number of pupils completing the quizzes.

**First-aid education for young people** – This campaign uses social media to reach young people with simple first-aid messages. Facebook and YouTube are the main channels. On Facebook, the British Red Cross held an online party to teach young people how to help someone who is unconscious and breathing. Using music, reality TV and drama, the participants voted on various aspects of the event including how to help the unconscious casualty.





The Life. Live it. Facebook page is used to post immediate and scheduled first-aid content containing simple education messages. This page works in conjunction with YouTube bloggers who the British Red Cross have used to produce video blogs that appeal to young people, including:

- ✓ Unconscious and breathing: “The Pushover with PJ and Dan” – [http://www.youtube.com/watch?annotation\\_id=annotation\\_334711&feature=iv&src\\_vid=VbqcxehfHEE&v=FtsxR3ZQbec](http://www.youtube.com/watch?annotation_id=annotation_334711&feature=iv&src_vid=VbqcxehfHEE&v=FtsxR3ZQbec)
- ✓ Choking: “Christmas Disaster” – [www.youtube.com/watch?v=wNqyb4mOOgE](http://www.youtube.com/watch?v=wNqyb4mOOgE)
- ✓ Broken bone: “Bungee Jump Disaster” – [www.youtube.com/watch?v=JNFUZz1bqmg](http://www.youtube.com/watch?v=JNFUZz1bqmg).

Monitoring is undertaken using the following measures:

- ✓ Surveys with a sample number of the target audience after each video blog in which young people state whether they are more or less confident to use first aid, and/or more or less willing to carry out first-aid practices.
- ✓ Number of video views on YouTube
- ✓ Rates of engagement (with videos and with Facebook posts) e.g., likes, shares, comments, etc.

Finally, the website includes a request for people to share their own real-life first-aid stories either through e-mail or in a downloadable form. These stories are then used by the British Red Cross first-aid team to write case studies and develop some new content as appropriate. From personal accounts, this feature seems to be used more on the mobile site than on the main website.

## Colombian Red Cross

Web link: <http://aulavirtual.crc.edu.co/>

Contact: [julian.bustos@cruzrojacolombiana.org](mailto:julian.bustos@cruzrojacolombiana.org)

Language: Colombian

The Colombian Red Cross website includes a virtual classroom platform that is currently not open for free registration. It is indicated, however, that the training and academic material will be soon be available to the public.

## Danish Red Cross

Web link: [www.rodekors.dk/det+gor+vi/foerstehjaelp+mobil](http://www.rodekors.dk/det+gor+vi/foerstehjaelp+mobil)

Contact: No specific contact

Language: Danish

The Danish Red Cross website provides a smartphone application for a fee of 12 Danish Krone (DKK) (approximately 2 USD) to teach individuals the techniques required to perform first aid. This e-tool is available for iPhone and Android-enabled devices.



For other types of phones, the person needs to fill an application form to acquire the application. There are no specifications listed on the website about the features of this application.

## Finnish Red Cross

Web link: [www.punainenristi.fi/opi-ensiapua](http://www.punainenristi.fi/opi-ensiapua)

Contact: No specific contact

Language: Finnish



On its webpage on first aid the Finnish Red Cross website provides a general video on the subject. The website also has a section on “First aid games and tests” to allow rescuers to practise their skills in first aid or test their ability to deal with accidents. There are three types of games, as follows:

- ✓ One life – allowing players to hear the stories of young road users being trained on how to act at the scene and practising activities at the scene



- ✓ Mikko and Noora's stories – displays the attitudes of two young road users. These stories can also be downloaded
- ✓ Ensio-game first aid – this game includes emergency-related knowledge, as well as a variety of tasks to test the ability for dealing with emergency situations.

## French Red Cross

Web link: [www.croix-rouge.fr/Actualite/L-Appli-qui-sauve-est-desormais-disponible-sur-tous-les-Smart-phones-1364](http://www.croix-rouge.fr/Actualite/L-Appli-qui-sauve-est-desormais-disponible-sur-tous-les-Smart-phones-1364)

Contacts: [marine.peersman@croix-rouge.fr](mailto:marine.peersman@croix-rouge.fr);

[kevin.clech@croix-rouge.fr](mailto:kevin.clech@croix-rouge.fr)

Language: French

The French Red Cross website provides a free smartphone application to teach individuals the techniques required to perform first aid. The application is available for iPhone (approximately 400,000 users up to January 2013), and Nokia + Android (about 55,000 users up to January 2013) and Nokia devices. It is promoted as the first application of a charity in France with such a specialized content that can be customized in real-time through a web interface. The approach to teaching first aid and disaster preparedness is made easy and enjoyable thanks to tutorials, tips and tricks, illustrations and quizzes. The specific features of the application include the following:



- ✓ Learn first-aid gestures through visual tutorials and quizzes
- ✓ Help potential rescuers facing an emergency
- ✓ Click to call to worldwide emergency numbers
- ✓ Get to know missions and history of the Red Cross Movement
- ✓ Locate local Red Cross units
- ✓ Prepare for natural or technological disasters through step-by-step scenarios
- ✓ Donate by means of credit card or PayPal

The intellectual property rights belong to the French Red Cross in France and worldwide; therefore, the French Red Cross generously calls on any interested National Society to adapt the application for free, with the only costs they would incur being those for translation, contextualization of examples and localization and interfacing for their donation and news sections.

## German Red Cross

Web link: [www.drk.de/angebote/erste-hilfe-und-rettung/erste-hilfe-online.html](http://www.drk.de/angebote/erste-hilfe-und-rettung/erste-hilfe-online.html)

Contact: No specific contact

Language: German

The German Red Cross website includes a section on online first aid.

This section provides written first-aid techniques for dealing with a detailed list of accidents and emergency situations, including breathing and respiration, blood circulation and cardiovascular arrest, CPR, injuries and wounds, diseases, bleeding, fractures, rescues, burns, poisoning/help with vomiting, intoxication, and road accidents. It also include general information on the steps to be followed when faced with an emergency, such as psychological support, emergency measures, ambulance services, radio call box, etc. However, this section does not provide any video material on first aid and does not include access to any smartphone applications.



## Netherlands Red Cross

Web links: <http://rodekruis.kennisdesk.nl/kennis-desk/MyDesk/>; <http://www.rodekruis.nl/eerste-hulp/paginas/ehbo-app.aspx>

Contact: No specific contact

Language: Dutch

The Netherlands Red Cross offers three online courses of first-aid training: basic CPR and AED for adults, basic first aid 1 and basic first aid 2. The three courses include embedded videos dealing with various emergency situations. There is a need to create a free account for access to the courses. There is no mention on the website whether these courses are accredited or certified.

### • Basic CPR and AED for Adults:

This course teaches the skills needed to learn when to resuscitate, when and how the AED should be applied and the nature of a circulation disorder. The course covers the following topics:

- ✓ Introduction
- ✓ Theoretical section
  - Welcome
  - Establish awareness
  - Basic life support
  - Starting and stopping
  - Protection
  - Chain of survival

- Background
- Test yourself
- ✓ Knowledge test
- ✓ Skill test
- ✓ Results.

#### • Basic First Aid 1:

This course is based on the 2011 European guidelines of the European Red Cross and Red Crescent Societies. It teaches first-aid skills in situations that are not immediately life threatening. The trainee learns a number of skills and also when to refer a patient to a doctor or a hospital. The course covers the following topics:

- ✓ Introduction
- ✓ Theoretical section
  - Welcome
  - The basic principles
  - The four steps
  - External wounds
  - Burns
  - Bones, muscles and joints
  - Written materials
  - Test yourself
- ✓ Knowledge test
- ✓ Skill test
- ✓ Results.

#### • Basic First Aid 2:

This course is based on the 2011 European guidelines of the European Red Cross and Red Crescent Societies also. It teaches first-aid skills in life-threatening situations. The trainee learns life-saving skills and the guidelines for alerting and referring a patient. The course covers the following topics:

- ✓ Introduction
- ✓ Theoretical section
  - Welcome
  - Introduction
  - Transport
  - Heart disease
  - Choking/suffocation
  - Bleeding
  - Burns
  - Shock
  - Intoxication
  - Written materials
  - Specific topics
  - Test yourself
- ✓ Knowledge test
- ✓ Skill test
- ✓ Result.



The Netherlands Red Cross website also provides a smartphone application available for Apple, Android and Windows phones to help people respond to accidents quickly and adequately. The application specifies what should be done and more importantly what should not be done in the form of concise instructions to various accidents “from burns to choking and loss of consciousness to a concussion”. It also gives directions to the nearest hospital or medical centre and access to instantly call the emergency call number 112 for the Netherlands. Three video demonstrations, designed for three types of smartphones, give a quick preview of the application.

### New Zealand Red Cross

Web link: [www.redcross.org.nz/onlinelearning](http://www.redcross.org.nz/onlinelearning)

Contact: No specific contact

Language: English

The New Zealand Red Cross offers accredited and certified first-aid training which includes a mix of online and face-to-face training conducted at Red Cross [training centres](#) around New Zealand. Once registered, participants have access to the course content for six months. The practical skills and assessment must be completed within three months of finishing the online component. This blended approach aims at providing interactive learning activities and quality assessments for each module while allowing the trainees to learn at their own pace, have access to an online tutor, and to access the course whenever and wherever they want. It will also reduce the time spent away from work as being a barrier to receiving first-aid training.

There are three types of courses available:

- **Comprehensive First Aid** – 12 hours (6 hours online and 6 hours face to face)

This course is designated for the workplace and covers the important requirements to administer first aid at work and the minimum requirements for high-risk workplaces. It is recommended for all workplaces, including industry, sports, factories and educational centres.. The online component comprises 6 hours of 24 learning modules and assessments covering the following subjects:

- ✓ Legal requirements
- ✓ Assessing the situation and identifying hazards
- ✓ Minimizing risk
- ✓ Cultural awareness
- ✓ Checking response and assessing condition

- ✓ Assessing sick and injured persons
- ✓ What to do if the person is breathing
- ✓ What to do if the person is unresponsive and not breathing normally
- ✓ CPR in special circumstances
- ✓ Reporting
- ✓ Evaluate the first-aid response
- ✓ Emergency response and CPR summary
- ✓ Respiratory distress
- ✓ Cardiac emergencies
- ✓ Shock
- ✓ Bleeding and wound care
- ✓ Burns and scalds
- ✓ Extremes of heat and cold
- ✓ Altered conscious states
- ✓ Poisons
- ✓ Bites and stings
- ✓ Musculoskeletal injuries.

On successful completion of the online component, participants are able to book on the face-to-face course component (6 hours). This includes a range of practical sessions and scenarios which build on the information learned online. A Comprehensive First Aid Certificate, valid for two years, is awarded once both the online and face-to-face parts have been completed successfully including the assessments. This course has no prerequisites and it costs 210 New Zealand Dollars (NZD) (approximately 173 USD).

- **Essential First Aid** – 8 hours (4 hours online and 4 hours face to face)

This course is designated for low-risk workplaces, home, office and clubs as well as for anyone who wants to learn the essentials of first aid. It covers safe scene management, CPR, airway obstruction, control of severe bleeding and safe side positioning. Also covered are common first-aid conditions and how to respond to them. The online component comprises 4 hours of 22 learning modules and assessments covering the following subjects:

- ✓ Legal requirements
- ✓ Assessing the situation and identifying hazards
- ✓ Minimizing risk
- ✓ Cultural awareness
- ✓ Checking response and assessing condition
- ✓ Assessing sick and injured persons
- ✓ What to do if the person is breathing
- ✓ What to do if the person is unresponsive and not breathing normally
- ✓ CPR in special circumstances
- ✓ Reporting
- ✓ Evaluate the first-aid response

- ✓ Emergency response and CPR summary
- ✓ Respiratory distress
- ✓ Cardiac emergencies
- ✓ Shock
- ✓ Bleeding and wound care
- ✓ Burns and scalds
- ✓ Altered conscious states
- ✓ Poisons
- ✓ Musculoskeletal injuries.

On successful completion of the online component, participants are able to book on the face-to-face course component (4 hours). This includes a range of practical sessions and scenarios which build on the information learned online. A Comprehensive First Aid Certificate, valid for two years, is awarded once both the online and face-to-face components have been completed successfully including the assessments. This course has no prerequisites and it costs 150 NZD (approximately 124 USD).

- **Revalidation First Aid** – 6 hours (3 hours online and 3 hours face to face)

The Department of Labour's "First Aid for Workplaces – A Good Practice Guide (September 2009)" and the New Zealand Qualifications Authority's (NZQA) Training Requirements recommend that first-aid certificate holders revalidate their certificate every two years. This course is designated for the revalidation of all first-aid certificates issued by an accredited educator provided the certificate is no longer than three months over the two-year period. This dynamic course starts with a pre-assessment of the trainee's current skills and adjusts the course content to focus on the areas of greatest learning need. The online component comprises three hours of pre-assessments covering the same subjects included in the essential and comprehensive modules.

On successful completion of the online component, participants are able to book on the face-to-face course component (three hours). This includes a range of practical sessions and assessments. A First Aid Revalidation Certificate, valid for two years, is awarded once both the online and face-to-face components have been completed successfully including the assessments. This course costs 120 NZD (about 104 USD).

## Saudi Arabian Red Crescent Society

Web link: [www.srca.org.sa/call997/Videos.aspx?ContentID=25](http://www.srca.org.sa/call997/Videos.aspx?ContentID=25)

Contact: No specific contact

Language: Arabic

The Saudi Arabian Red Crescent Society provides first-aid video materials on their website covering pulmonary recovery and CPR processes for adults, infants and children from one to eight years. They also provide training videos for a list of emergency cases with varied real-life scenarios, including: acute asthma, choking, heart attacks, poisoning, burns, traffic accidents, strokes, epileptic seizures, drownings, fractures and bruises, bleeding, sugar comas, losses of consciousness and sunstroke. These videos are available in formats for computers and mobile phones. The website calls on the viewers to register for first-aid courses to enable them to learn first-aid techniques and skills correctly.

## Singapore Red Cross Society

Web link: [www.redcross.org.sg/articles/rapid-rescue-app](http://www.redcross.org.sg/articles/rapid-rescue-app)

Contact: No specific contact

Language: English

The website of the Singapore Red Cross Society offers a free iPhone application for rapid rescue. The application helps a person in need to localize first-aiders in the vicinity and to send them an SOS message. The application alerts the first-aiders and shows them the location of the injured person. Upon accepting the mission, the application shows the injured person that a first-aider is on his/her way. The application also lists the locations of nearby hospitals and their contact details, enabling the injured to call them. In addition, the application provides information on first-aid courses at Singapore Red Cross Society but does not provide any first-aid training material.

## Spanish Red Cross

Web link: [www.cruzroja.tv/index.php?MetaDataID=777198](http://www.cruzroja.tv/index.php?MetaDataID=777198)

Contact: No specific contact

Language: Spanish

The Spanish Red Cross has a TV channel through which they broadcast marketing materials by video to introduce their programmes, including first aid. The

first-aid video advises prevention against accidents (i.e., on the road, at home, in leisure, at work, etc.) which constitute the fourth leading cause of death in the European Union. However, the video does not provide any training material about accidents and emergencies.

## Swiss Red Cross

(The Swiss Federation of Samaritans is a rescue organization of the Swiss Red Cross)

Web links:

French – [www.e-samaritains.ch/](http://www.e-samaritains.ch/)

German – [www.e-samariter.ch](http://www.e-samariter.ch)

Italian – [www.e-samaritani.ch](http://www.e-samaritani.ch)

Contacts: [louiscotting@hotmail.com](mailto:louiscotting@hotmail.com);

[philippe.pillonel@samariter.ch](mailto:philippe.pillonel@samariter.ch);

[christoph.bosshard@samariter.ch](mailto:christoph.bosshard@samariter.ch)

Languages: English, French, German, Italian

The Swiss Red Cross offers first-aid training in a blended method which includes a mix of online and face-to-face training conducted at Red Cross training centres around Switzerland. Free registration is required to enable access to the first e-learning course, which is mostly theoretical with quizzes, videos and online exercises to confirm that the information has been learnt correctly. A second e-learning course is also available on the first website listed, for a fee of almost 16 USD. On successful completion of both courses, seven hours of paid face-to-face training are required to achieve formal accreditation; this is also a prerequisite to gaining a driving licence in Switzerland.

The free-of-charge first e-learning course aims to allow the trainee to properly evaluate an emergency situation, avoid any additional damage to the injured and the first-aiders, and take the immediate measures for saving a life. The aim of the fee-based second course is to give the opportunity for the participant to try before paying for entry on the second course.

These courses are offered in three languages with 2,200 trainers, 1,100 teams, 23 regional associations and partner organizations. Around 50,000 participants are trained per year.

Currently, the Swiss Red Cross is developing an e-learning course for BLS-AED as well as a first-aid training refresher course. Both should be accessible online from 1 January 2013, the first semester.



## Turkish Red Crescent Society

Web link: [www.ilkyardim.org.tr](http://www.ilkyardim.org.tr)

Contact: [ulusalilkyardim@kizilay.org.tr](mailto:ulusalilkyardim@kizilay.org.tr)

Language: Turkish

The website of the Turkish Red Crescent Society provides first-aid video materials and cartoon films for children, as well as 112 songs for use by kindergartens.



The website also provides a free smartphone application available for Android phones to assist people in becoming trained in first aid. It has an information system that dials the emergency number 112 and alerts other emergency organizations. This application was introduced in 2012 and was downloaded by more than 10,000 people the same year.

The Turkish Red Crescent Society has a first-aid awareness programme on Facebook which is linked to the first-aid website.



Yoshi Shimizu/IFRC

Bangladesh, Dhalchar. Every year thousands of lives are saved by Red Cross Red Crescent in cyclone-prone Bangladesh. Thanks to cyclone shelters and early warning systems by which volunteers sound the alarm, evacuate and assist with First Aid, vital assistance reach people in need.

## 5. First-Aid e-learning competitors

.....

The supply of first-aid e-learning is not limited to the Red Cross National Societies. A quick Google search in English revealed on the first two pages that e-learning services are provided in Australia, Canada, New Zealand, Switzerland and the UK, with the UK providing the majority of the services listed. This presence of competition is confirmed by the Red Cross team in Switzerland. The material available is variable and on some websites is more comprehensive and thorough than on others. Some websites provide the written material for free but all of them offer certification on payment of a specific fee. This is a major challenge for National Societies and a detailed description of the services provided by the competitors should be examined to guarantee that National Societies have an added advantage in their provision of first-aid training.

Competition for the first-aid smartphone applications widely exists as well. The latest version of “Pocket First Aid & CPR” application provided by The American Heart Association, at a charge of around 2 USD for iPhones and Android phones, was recently featured on CNN television as part of life-saving applications<sup>1</sup>. The Apple store offers around 300 iPhone applications providing comprehensive or selective instructions on first aid. Despite the large number of other offers and the variety of features promoted, the National Societies' applications still have added advantages including being free of cost, more comprehensive and giving the opportunity to comprehensively learn and test any individual's knowledge of first aid.

# The Fundamental Principles of the International Red Cross and Red Crescent Movement

**Humanity** The International Red Cross and Red Crescent Movement, born of a desire to bring assistance without discrimination to the wounded on the battlefield, endeavours, in its international and national capacity, to prevent and alleviate human suffering wherever it may be found. Its purpose is to protect life and health and to ensure respect for the human being. It promotes mutual understanding, friendship, cooperation and lasting peace amongst all peoples.

**Impartiality** It makes no discrimination as to nationality, race, religious beliefs, class or political opinions. It endeavours to relieve the suffering of individuals, being guided solely by their needs, and to give priority to the most urgent cases of distress.

**Neutrality** In order to enjoy the confidence of all, the Movement may not take sides in hostilities or engage at any time in controversies of a political, racial, religious or ideological nature.

**Independence** The Movement is independent. The National Societies, while auxiliaries in the humanitarian services of their governments and subject to the laws of their respective countries, must always maintain their autonomy so that they may be able at all times to act in accordance with the principles of the Movement.

**Voluntary service** It is a voluntary relief movement not prompted in any manner by desire for gain.

**Unity** There can be only one Red Cross or Red Crescent Society in any one country. It must be open to all. It must carry on its humanitarian work throughout its territory.

**Universality** The International Red Cross and Red Crescent Movement, in which all societies have equal status and share equal responsibilities and duties in helping each other, is worldwide.

Providing first-aid services to injured people was one of the first services provided by the Red Cross Red Crescent volunteers for more than 100 years. Now, almost all 187 National Red Cross Red Crescent Societies have first aid as their core activity. With the improvement in the quality of online sources on first aid, National Societies consider online learning as an independent and sufficient means of first-aid training.

The purpose of this report is to identify and summarize first-aid e-tools applications (i.e. e-learning, mobile applications, etc.) used by different National Societies and as shown on their websites. Accordingly, websites of National Societies were reviewed to identify whether e-learning tools and mobile applications were available. All identified National Societies presenting e-tools on their website were contacted for further information in accordance with the objectives of this report.

There are 16 National Societies that provide some form of first-aid e-learning services on their websites. The services offered include: online first-aid courses, blended approach courses, refresher courses, video materials, smartphone first-aid applications, first aid games, and social media sources. The supply of first-aid e-learning is not limited to the National Red Cross Societies. This competition is a major challenge for National Societies. A detailed description of the services provided by the competitors should be examined to guarantee that National Societies preserve the added advantage in their provision of first-aid training. This includes services being free of cost, more comprehensive and giving the opportunity to comprehensively learn and test any individual's knowledge of first aid.

**For more information on this IFRC publication,  
please contact:**

**IFRC Global First Aid Reference Centre**

98, rue Didot  
75694 Paris Cedex 14, France  
Telephone: +254 20 2835 265  
Email: [first.aid@ifrc.org](mailto:first.aid@ifrc.org)

