

World First Aid Day 2015

Communications toolkit guidance

INTRODUCTION

On World First Aid Day (WFAD), Saturday 12 September, and beyond, we want to leverage our skills, knowledge and expertise to change the way the world thinks of first aid, repositioning ourselves as the primary leader in the field. WFAD is a time to promote first aid as a lifesaving skill around the globe and ensure that a growing number of people and communities, anywhere, are prepared and equipped to save lives when a disaster or an emergency occurs.

This year's theme *first aid and ageing population* builds a positive image of ageing and recognizing older people as an important resource. We believe that older people can be transformed from being cared for into people providing quality integrated care.

We are advocating for empowering older people with life-saving skills. More older people trained in first aid means they can take swift and effective action to reduce serious injuries, spot early warning signs for noncommunicable diseases such as strokes.

Neither a cape nor superpowers are needed to be a hero: **“Be a hero. Save lives. First aid is for everyone, everywhere.”**

The International Federation of Red Cross and Red Crescent Societies (IFRC) has been the world's leading first aid trainer and provider for more than 100 years. In 2012, more than 14 million people were trained worldwide by 77 National Societies. By aiming to equip many more millions of people with lifesaving skills worldwide, we can ensure first aid gains the attention and support it deserves as part of a broader resilience approach.

HOW TO USE THIS TOOLKIT

How to use this toolkit

This toolkit aims to support National Societies to help build a positive image of ageing and empower older people with life-saving skills. Having first aid skills and confidence empowers older people to take swift action.

The success of your involvement in World First Aid Day depends on how you localize the initiatives within your country. What do you want to achieve? Who is your audience? For example, will you be involving donors, policy makers, the general public, government or private companies? What first aid laws and regulations do you want to call attention to? How many people have you successfully trained in first aid? Choose materials and activities that best promote this to spread a relatable message to your audience.

The materials are available in English, Spanish, French and Arabic and have been designed for National Society use and branding.

In this guidance document, you will find detailed information on the following campaign materials:

Design pack

- > Logos
- > Tagline
- > Merchandise templates

HOW TO USE THIS TOOLKIT

Web pack

- > Animation from IFRC (for adoption by National Societies)
- > Web banners
- > Website
- > Infographics
- > Facebook header
- > Application
- > Social media tips and recommended tweets

Content pack

- > Key messages and calls to action
- > Letter to the editor
- > Letterhead template
- > Top tips and suggested activities
- > Additional resources

All of the toolkit materials described throughout this document will be available in the weeks prior to World First Aid Day on FedNet at <https://fednet.ifrc.org/WFAD2015> in English, **French**, **Spanish** and **Arabic**. All design templates are available in both Red Cross and Red Crescent specific formats.

DESIGN PACK

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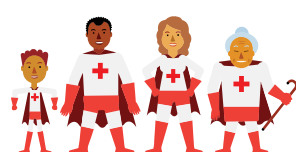
Design pack

Logos and tagline

Tagline:

Be a hero. Save lives

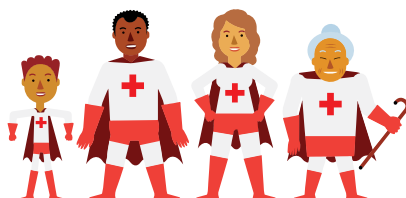
First aid is for everyone, everywhere



BE A HERO. SAVE LIVES

First aid is for everyone, everywhere

BE A HERO. SAVE LIVES



First aid is for everyone,
everywhere

There is also an alternative square version for special applications available to all National Societies.

Insert your National Society logotype here (see the following page for technical instructions)



BE A HERO. SAVE LIVES

First aid is for everyone, everywhere

World First Aid Day, **12 September**



National Society Logotype

This phrase can be removed after World First Aid Day

DESIGN PACK

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The end of word 'everywhere' has to be aligned with the end of the brown line.



First aid is for everyone, everywhere

World First Aid Day, 12 September



National Society Logotype

x

1/2
x

As shown below, for National Red Crescent Societies circular logos, the height of the logo should be twice (2 x) as the Red Cross one, in order to make it readable.

In case the Red Crescent logo is structured like the Red Cross logos (horizontal), the size should remain the same (1 x).

National Society logotype aligned to the tagline.



First aid is for everyone, everywhere

World First Aid Day, 12 September



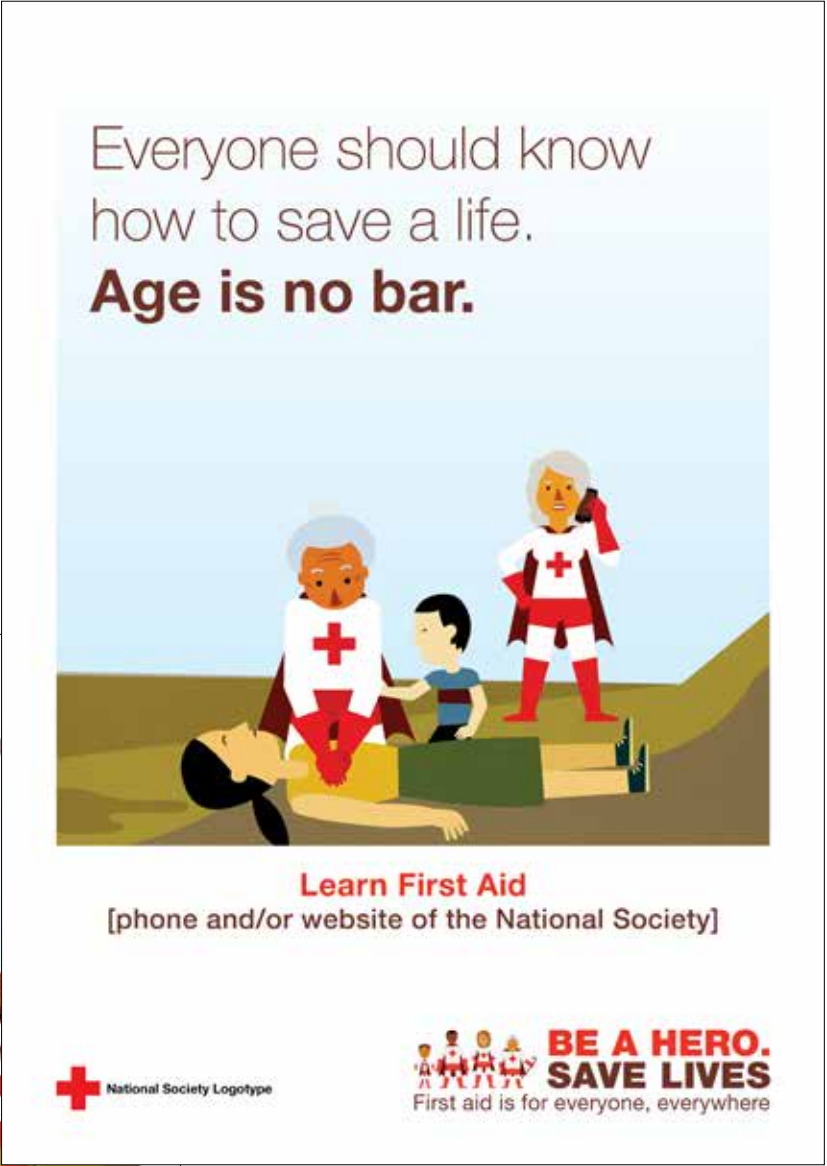
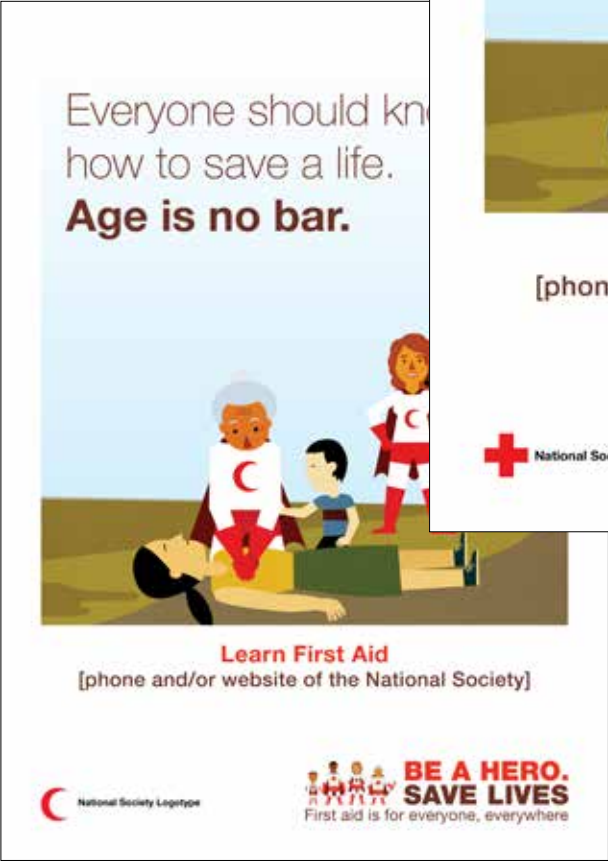
2 x

1/2
x

IMPORTANT NOTE: The "World First Aid Day, 12 September" line can be removed for use beyond the date. For this purpose, please insert your National Society logotype to the left of the "Be a Hero" logo. See poster example on page 7.

DESIGN PACK

Poster (A3)



DESIGN PACK

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Roll-up banners

Two different kinds of banners are available. Native files (InDesign) size is 425 x 1075mm (scalable).



T-shirt



front



back



Cap



DESIGN PACK

Hero cutout (actual/human size)

This cutout can be adapted to National Society needs by using all four character silhouettes, a few or just one silhouette on a large board with either the cross or crescent emblem.

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Each cutout hole is large enough to fit your entire head

Pin

These pins are adaptable to National Society needs. Although the size is too small (approx. 35 mm) to fit a National Society logotype, it is possible to insert a National Society's website address.



WEB PACK

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Advocacy animation

An animation developed by IFRC is available for National Societies to share with internal and external audiences. It can be pitched to local media, used during first aid trainings, events or promotional programmes in combination with other advocacy tools to help mobilize citizens to support first aid in their local communities and take a first aid training course.



The animation is a continuation from last year's theme, emphasizing the importance of first aid at every stage of the lifecycle during disasters and everyday emergencies. It is available in three "heroic" versions:

- Red Cross branded
- Red Crescent branded
- Red Cross and Red Crescent branded

All three versions will be available in [English](#), [Spanish](#), [French](#) and [Arabic](#) languages on FedNet. National Societies can easily include their logo at the end. Should you need support, please contact av@ifrc.org.

Other animations produced by National Societies can be adapted with National Society logotypes:

- German Red Cross: The first aid learning nugget is a short online quiz featuring everyday heroes that reviews basic first aid techniques in a light-hearted manner. See the animation: <http://firstaid.simpleshows.com/en/>
- Australian Red Cross: This funny animation encourages people to learn first aid in the workplace. See the animation: <https://www.youtube.com/watch?v=qJAal6iGCOK>

WEB PACK

Web banners

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Several different online banners are available for use on National Society websites and social media pages to promote local World First Aid Day activities.



160x600 px



300x250 px



300x250 px



728x150 px



IMPORTANT NOTE: The “World First Aid Day, 12 September” line can be removed for use beyond 12 September.

WEB PACK

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Website

A World First Aid Day website has been created as a go-to source, housing many Red Cross Red Crescent first aid resources and interactive learning tools. This can easily be embedded into a National Society's own website or simply displayed as a link. Main functions of the website include a call to action message sent directly through social media channels encouraging users to spread the importance of first aid training, an interactive quiz revealing your "heroic personality" and a learning section to test your first aid skills.



The website is directly connected to both Twitter and Facebook platforms. Users can choose to send out a pre-written or customized tweet advocating for first aid and/or a Facebook message like this one:

Older people can save lives. They are a part of the [#everydayhero](#) pool. I demand [#firstaid](#) be accessible to everyone, everywhere <website link>

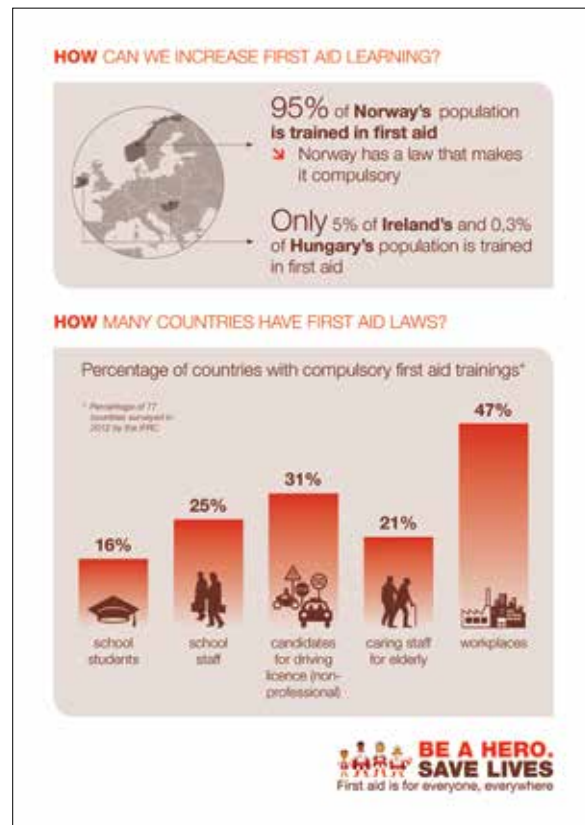
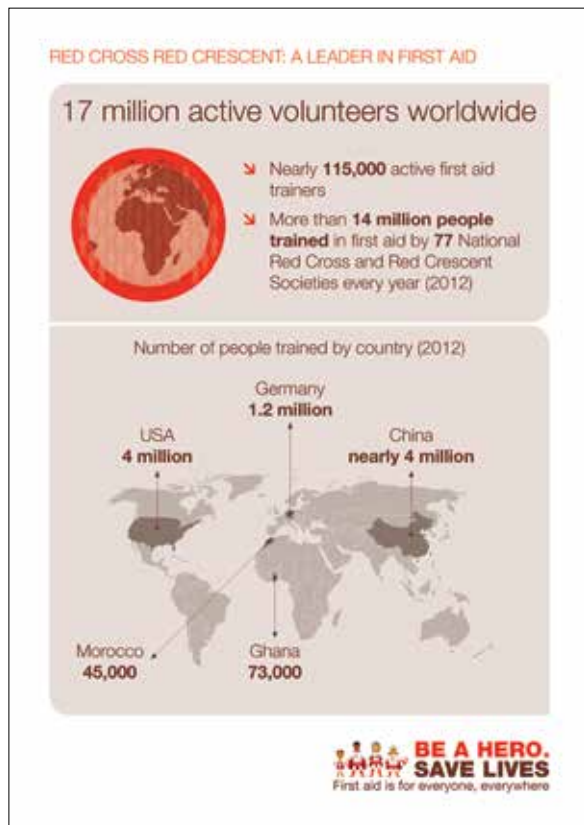
Infographics

Included on the microsite as well as for general use are several infographics about first aid. This is an easy way to communicate published data and statistics in pictorial form. Feel free to use these as posters or on your National Society first aid programme collateral.



WEB PACK

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Facebook header

Use this header ('cover photo') on your National Society's Facebook page, available for download on FedNet.



WEB PACK

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Applications

“What First Aid Hero Are You” is a fun, short quiz that reveals a user’s ‘first aid hero’ personality based on the animation characters. It can be linked to [or embedded] on multiple social media platforms and is available on FedNet.

Social media tips and sample tweets

As part of their own communications activities around World First Aid 2015 (12 September 2015), National Societies may want to adapt the sample social media content below for their Twitter handle(s). Following are a few suggestions:

- Please include both **#Everydayhero** and **#FirstAid** hashtags in your tweets, in order to allow easier measurement of our global digital outreach!
- Try to include a link to the IFRC first aid microsite (<http://bit.ly/FirstAid4Everyone>), or to your National Society’s first aid page (if applicable)
- In order to maximize engagement with your followers encourage them to share stories on how they have received or performed first aid on the IFRC blog (which will be accessible from the first aid microsite), or to your National Society’s one (if applicable). See sample tweets below.
- If your National Society has partnerships with other organizations as part of your first aid activities (e.g. insurance companies), consider engaging them in your social media messages around the day (e.g. by tagging them in your tweets).

Sample tweets

- Everyone should know how to save a life. Age is no bar. Learn #FirstAid. <http://bit.ly/FirstAid4Everyone> [or replace with your NS webpage] #EverydayHero [add photo]
- Think you’re too old to learn #FirstAid? Think again. On #WorldFirstAidDay, we promote first aid for everyone, everywhere #EverydayHero
- Have you ever received / performed #FirstAid? Share your story with us! <http://bit.ly/FirstAid4Everyone> [or replace with your NS webpage] #EverydayHero [add photo]
- Every 5 seconds someone dies from an injury. #FirstAid can help change this. Get trained. Be an #EverydayHero <http://bit.ly/FirstAid4Everyone> [or replace with your NS webpage]
- It takes just 4 min for a blocked airway to become fatal. Would you know how to help? <http://bit.ly/FirstAid4Everyone> [or replace with your NS webpage] #EverydayHero #FirstAid

WEB PACK

- #RedCross #RedCrescent trains 14M people in #FirstAid yearly. Are you one of them? Become an #EverydayHero today <http://bit.ly/FirstAid4Everyone> [or replace with your NS webpage]
- #FirstAid training helps people react to daily emergencies. Join us in calling for one trained person in each family! #EverydayHero Pls RT!
- Older people can turn from being cared for into care providers. #FirstAid is for everyone, everywhere #EverydayHero [add photo]
- More #FirstAid-trained elderly people means they can take swift action to reduce injuries & spot early signs of #NCDs #EverydayHero
- By 2050, 1 in 5 people will be >60. #FirstAid training can improve their well-being + health of others <http://bit.ly/FirstAid4Everyone> [or replace with your NS webpage] #EverydayHero
- Disasters & daily emergencies affect everyone. #FirstAid training must be accessible to all, everywhere. #EverydayHero [add photo]
- Why is #FirstAid cost effective? Because not only does it reduce injuries' severity but also medical treatment costs. #EverydayHero
- #FirstAid training for older people reduces injury risk + health costs. We urge govts to offer free training for people >65. #EverydayHero
- #DidYouKnow 1 in 3 older people fall each year? Many serious injuries can be prevented if environments are made safe #FirstAid #EverydayHero
- Only 15% of 77 countries we surveyed in 2012 require school students to learn #FirstAid. Join us in demanding it for everyone. #EverydayHero

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CONTENT PACK

Content pack

Key messages

- **First aid training is an effective way to raise awareness amongst the ageing population about safety issues and prevention.** Being trained in first aid is not only knowing about what to do in case of an accident but also being aware of its causes and dangers.
- **Foster social inclusion through first aid training and volunteering as a necessity for healthy ageing.** By 2050, one out of five people worldwide will be older than 60 years. Older people are already among the pool of 14 million people trained yearly in lifesaving skills by the Red Cross Red Crescent and some of them are first aid educators and providers. Providing basic first aid training to older persons not only improves their mental and emotional well-being but also the health of others.
- **First aid saves lives.** Older persons are particularly susceptible to injuries from falls, noncommunicable diseases and extreme weather-related illnesses. Being able to spot early warning signs and take preventable action can potentially be the difference between life and death in these situations.
- **It is essential that care-givers are equipped with first aid skills, a vital step in the chain of survival for when older people suffer a medical emergency.** Taking care of older people requires special first aid training as their health concerns are more sensitive and can be of a more serious nature. Care-givers need to have the know-how to deal with the special needs and circumstances of older people when first aid is being performed.
- **Older people are active and can provide first aid.** The majority of accidents happen in and around the home. Having first aid skills and confidence empowers older people to take swift action. They can provide their husband/wife, partners, grand-children, peers and other people in the community with first aid.
- **First aid empowers older people and their care-givers with vital information and knowledge.** During first aid training courses important preventive messages such as making the environment at home safer (better lighting, removing carpeting etc.); the importance of regular health checks; and uptake of healthy lifestyles (well-balanced diet, physical activity etc.) are disseminated among older people and their care-givers. This leads to the uptake of healthy lifestyles and making environments safer.

CONTENT PACK

Call to action

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First aid and ageing population

- **Build a positive image of ageing and recognize older people as an important resource.** Older people can be empowered by strengthening their resilience and capacity to be autonomous, while promoting their inclusion in society as first aid providers or trainers and not only beneficiaries.
- **Empower older people with life-saving skills.** More older people trained in first aid means they can take swift and effective action to reduce serious injuries, spot early warning signs for noncommunicable diseases such as strokes. This decreases the risks of complications and improves chances of survival.
- **Develop sustainable services at grass root level geared towards the well-being of older people.** Promoting healthy lifestyles and ensuring physical, social and mental well-being of older people should encompass training in psychosocial first aid skills for older people and their care-givers.
- **Encourage governments to offer free first aid trainings for people over 65 years of age.** More older people trained in first aid will reduce risk of injuries and subsequently reduce health costs.

First aid

- **First aid is a humanitarian action that should be accessible to all.** Disasters and daily emergencies affect everyone around the world, therefore first aid training and education should be provided to all individuals at all stages of their lifecycle and not just to those who can pay for it. It should be an integral part of a wider developmental and resilience approach.
- **Governments should promote quality compulsory first aid training and education.** More laws and legislation should be established to make first aid training and education compulsory at different stages of life.
- **At least one person per household should be equipped with life-saving skills, in every country around the globe.** This will better prepare individuals and communities to react to every day emergencies.

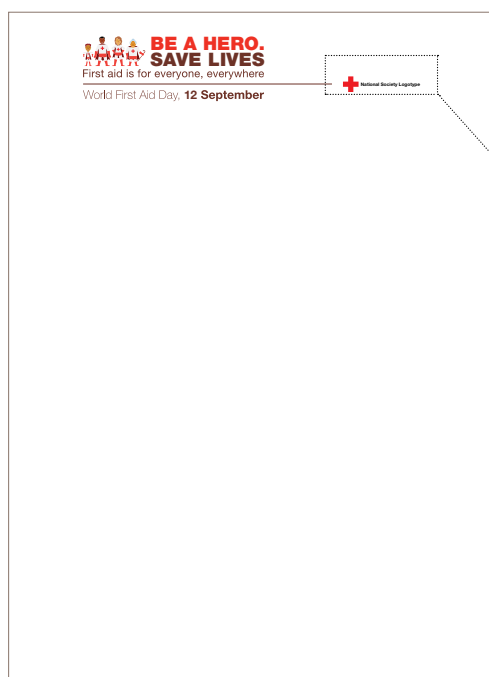
Letter to the Editor template

Three different versions of letters to the editor are available for download on FedNet. These are structured to be localized with localized statistics and a quote from someone in your National Society to promote your World First Aid Day activities and asks in the local news.

ADDITIONAL RESOURCES

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Letterhead template



*Insert your
National Society
logotype here.*

Top tips and suggested activities

Several tip sheets are available to help you make World First Aid Day a success in your National Society. Please visit FedNet for overviews of:

- suggested local activities
- building a local advocacy campaign
- social media tips
- media relations tips

Additional resources

National Society material

Materials from select National Societies may also be used as an alternative or in addition to campaign materials described in this guidance note. To access these, please visit the World First Aid Day 2015 page on FedNet: <https://fednet.ifrc.org/WFAD2015>.

OUR PRINCIPLES

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 among 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 continue 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.

For more information, please contact:

Global First Aid Reference Centre

French Red Cross

98, rue Didot

F-75694 Paris Cedex 14 France

Tel: +33 1 44 43 14 46

E-mail: first.aid@ifrc.org

