

2014 WORLD FIRST AID DAY

Global report

Global overview

In 2014, the World First Aid Day was celebrated on 13 September, with an overall theme of the need for *first aid heroes* in daily emergencies and disasters. This theme was in line with 2013's focus on first aid training to be made mandatory in schools, workplaces, and driving license programmes, covering the stages of life where first aid skills may prove to be vital. National Red Cross and Red Crescent Societies were encouraged to host initiatives highlighting the theme and to spread the message that neither a cape nor superpowers are needed to be a hero:

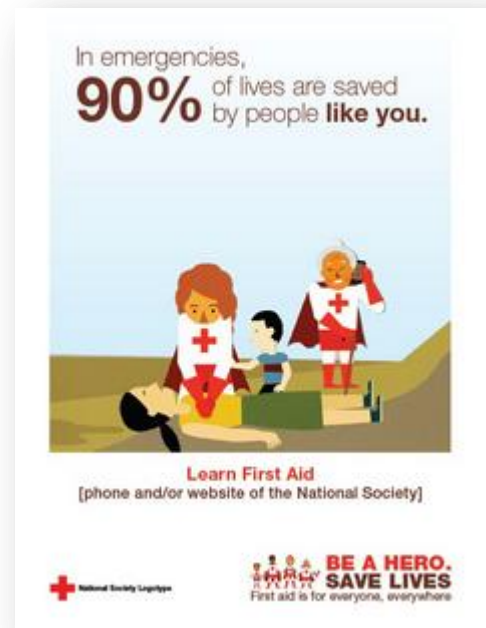


The Red Cross Red Crescent believes that first aid is more than just learning a series of techniques; it is an act of humanity. It empowers volunteers and communities to save lives without discrimination. With 90 per cent of lives saved after a disaster by local people, first aid training is for anyone who has ever been – or will be – a bystander.

The IFRC Global First Aid Reference Centre and IFRC secretariat jointly prepared a set of communication tools that included: .

- A communication guidance booklet
- Visual tools such as logos, poster templates
- Merchandize templates: T-shirts, pins, caps templates.
- Micro website, web banners
- Infographics material
- Facebook header, social media tips and sample tweets
- Video animation

All the tools were made available on FedNet (<https://fednet.ifrc.org/en/resources/health/first-aid/world-first-aid-day-2014>) in Arabic, English, French and Spanish. National Societies could further translate and adapt the materials to suit their national context and add their logo and information.



The success of the World First Aid Day is largely dependent on National Society capacity to mobilize their resources, staff and volunteers to organize varied activities to promote first aid all around the world. The following National Societies contributed towards achieving this goal:

Albanian Red Cross, Australian Red Cross, Austrian Red Cross, Belarus Red Cross, Brazilian Red Cross, British Red Cross, Burundi Red Cross, The Canadian Red Cross Society, Chilean Red Cross, Red Cross Society of China, Red Cross Society of China – Hong Kong branch, Croatian Red Cross, Czech Red Cross, Red Crescent Society of Djibouti, Fiji Red Cross Society, Finnish Red Cross, French Red Cross, Gabonese Red Cross Society, Georgia Red Cross Society, German Red Cross, The Guyana Red Cross Society, Icelandic Red Cross, Red Cross Society of the Democratic People's Republic of Korea, The Republic of Korea National Red Cross, Red Crescent Society of Kyrgyzstan, Malta Red Cross Society, Mongolian Red Cross Society, Red Cross of Montenegro, Myanmar Red Cross Society, Nepal Red Cross Society, New Zealand Red Cross, Nicaraguan Red Cross, Pakistan Red Crescent Society, Red Cross Society of Panama, Philippine Red Cross, Qatar Red Crescent Society, Singapore Red Cross Society, Spanish Red Cross, The Bahamas Red Cross Society, The Sri Lanka Red Cross Society, Swiss Red Cross, The Thai Red Cross Society, Timor-Leste Red Cross Society.

Some statistics about what has been achieved during 2014 World First Aid Day and beyond:

- Over 600,000 volunteers and staff members involved in the World First Aid Day.
- Around 11 million people were trained in first aid and/or received educational information on first aid.
- Traffic on social media: find below some key figures issued from the global [media report](#):

MEDIA HIGHLIGHTS

MORE THAN

60

MEDIA HITS

in total compared to 40 articles on World First Aid Day 2013. It includes coverage in English, French and Spanish. These cover worldwide news articles based on the following keywords: "World First Aid Day" and "Red Cross" or "be a hero" and "Red Cross"



MORE THAN

128



MILLION PEOPLE REACHED compared to 3 million on WFAD 2013

COVERAGE

Gulf Times, Xinhua News, All Africa, Yahoo New Zealand, ABC.es, le Nouvel Observateur, The Peninsula Qatar, Korean News, The Straits Times...



SOCIAL MEDIA HIGHLIGHTS

#FirstAid AND #EverydayHero #PremiersSecours, to #JMPS and #JMPS2014
#PrimerosAuxilios #FirstAid #WFAD a#WFAD2014



TOP CONTRIBUTORS

The Panamanian Red Cross (@CruzRojaPanama), French Red Cross (@CroixRouge), Philippine Red Cross (@philredcross) and British Red Cross (@

REACH

2,5M accounts reached (vs. 1.6M in 2013)

7,5M impressions (vs. 9.4M in 2013)



POST on WFAD

127K people reached vs. 37K in 2013



Be a hero. Save lives reached 6.8K views by 17 September

WEB

Microsite: www.ifrc.org/first-aid-day

7,189 views split almost equally between Friday and Saturday with a couple of hundred on Sunday. Average time on page was about 90 seconds

IFRC.org

We had an additional 3,007 views on IFRC's first aid content, which is pretty good for older content. Organic traffic.

[MyStory](#)

We posted 16 additional stories on My Story (in English and Arabic) and gained 40 new followers on Tumblr.

AFRICA

BURUNDI



All local branches of Burundi Red Cross were involved in celebrating the World First Aid Day. First aid training and simulation of road accidents were organized to raise people's awareness about the importance of being equipped with first aid skills.

DJIBOUTI



In Djibouti, the National Society used this day to expand their partnerships. Volunteers and staff members trained over 150 people from the Association of Disabled People, Association of Bus Drivers. The National Society also recruited 56 new volunteers. The event was covered by the national newspaper "La Nation".

GABON

Staff and volunteers of the Gabonese Red Cross Society emphasized the importance of being trained in first aid and used multiple channels to convey the message. The activity was followed by approximately 950 people on Facebook. Eighty-two new volunteers joined the National Society and there was a significant increase in the demand for basic first aid training.

AMERICAS

BAHAMAS



Activities during the World First Aid Day consisted of simulation exercises, distribution of brochures and first aid demonstrations. Local media (TV and radio) relayed first aid messages.

BRAZIL



as volunteers.

Brazilian Red Cross was particularly active during the World First Aid Day, especially in the state of Rio de Janeiro. More than 50 volunteers held social actions or first aid trainings in seven locations around the state, involving local branches and partners. Blood pressure monitoring sessions, workshops and information activities were simultaneously performed to spread the importance of first aid in everyday life. At the end of the day the newly trained participants enrolled

CANADA

The World First Aid Day in Canada was centred around three main goals:

- To increase the interest of the public around the wide-range of first aid courses offered by the Canadian Red Cross Society.
- To highlight stories of Canadian *first aid heroes* and their experiences providing or receiving first aid in an emergency situation.
- To create dialogue in social media channels around first aid tips and training.

Facebook alone received more than 650 likes, comments and shares on First Aid content. More than 22,650 people reached through Facebook content which focused on promoting the app, first aid tips and a first aid rescuer story.

CHILI

The Chilean Red Cross organized a series of activities including flash mob and simulation exercises and training sessions; at the national level all around the country some volunteers simulated to faint in public places to stress how important it is to be trained in first aid to know how to react in such cases; training sessions took place in different parts of across the country.

The National Society made also great use of the tools provided and addressed key messages to the main national newspapers thanks to the letter editor's templates.

GUYANA

The Guyana Red Cross Society launched their first aid app on the day and organized talks on radio and in schools and first aid demonstration at fairs.

NICARAGUA

Various activities were organized in all parts of the country including training sessions, side events such as fairs, marathons and walks that received media coverage.

ASIA PACIFIC

AUSTRALIA



The Australian Red Cross developed their own communication campaign centred around the hero theme. A week prior to the World First Aid Day, the National Society launched an ongoing *Real Hero* campaign to highlight the real, everyday heroes and celebrating first aiders across the country.

The Australian Red Cross produced an animation series: Be a real hero made up of four different scenarios. Click [here](#) to watch the video.

They also promoted the event via their website. A media release was launched a few days before the event and social media played also a key role: Twitter, Facebook and LinkedIn Pages (and YouTube). Staff members were encouraged to further share these with clients, students, colleagues, family and friends. People were

also encouraged to join the online conversation by sharing their first aid stories using the hash tags #everydayhero #firstaid #realhero.

CHINA

In China over 500,000 volunteers and staff members participated in different kind of events to promote first aid: a national first aid photography collection and competition was held throughout the country. The Red Cross Society of China recorded an advertising video that was distributed to all branches. The First Aid app was launched as an effective and efficient way to promote first aid knowledge.

HONG KONG



In Hong Kong, the Red Cross Society made great use of the theme and tools provided and engaged in the following activities:

- Official ceremony involving high level staff members as well as celebrity such as a popular singer, exhibition and CPR training.
- Launching of the First Aid app: it was well received: almost 500 downloads were registered on that very first day. The target was to reach 1,500 in less than two weeks.

FIJI



This year WFAD suffered a lack of media coverage due to national elections in Fiji. However Fiji sun newspaper published an article entitled *First Aid is for all* and information was also disseminated through the National Society website as well as their Facebook pages.

Activities mainly consisted of first aid training sessions and competition. The Fiji Red Cross Society was able to create new partnerships

with the Fiji Disable Federation and the Ministry of Education.

DEMOCRATIC PEOPLE'S REPUBLIC OF KOREA



The Red Cross Society of the Democratic People's Republic of Korea organized various first aid activities and events at the national level. Many of these activities were covered by mass media.

On 17 September 2014, an event involving Red Cross Youth was organized in Pyongsong city, South Pyongan Province in which 120 Red Cross Youth first aiders and heroes participated. The event was marked by final first aid competition and art

performance related to first aid and hygiene promotion. The 120 youth came from four different secondary middle schools in South Pyongan Province and they were winners of the competitions already held in the province.

REPUBLIC OF KOREA



In Korea, the activities were mainly organized in partnerships with the Korea Baseball Organization. Volunteers and first aid instructors visited the baseball stadiums in the major cities around the country to disseminate first aid messages, deliver first aid trainings, hand out printed balloon sticks showing a QR code linking to the website of the Republic of Korea National Red Cross.

More than 36,000 people were reached by prevention first aid message through this campaign.

MONGOLIA

Mongolian Red Cross Society used both traditional and social media to promote the World First Aid Day. Live interviews and video broadcasting were conducted. Altogether around 67,000 people were reached through video or live interviews and an additional 7,000 people were informed by social media.



MYANMAR

Every year, both volunteers and staff members from Myanmar Red Cross Society are mobilized to celebrate the World First Aid Day. This year almost 9,000 persons took part in activities to promote first aid in various ways. These activities included: first aid skill competitions organized at different levels, first aid quiz

for volunteers, launching of the First Aid App in the local language, promotion material, distribution of recognition awards.

NEPAL



Nepal Red Cross Society celebrated World First Aid Day across the country centred around the theme of *First Aid in daily and disaster risks*. Activities were carried out over a three day period. This included first aid competitions, 15 minute training session, street rally, reward of volunteers, simulation of emergency situations.

“Though first aid sounds normal, it is very important to save lives,” as a chief guest said Mahesh Acharya, Minister for Forestry and Soil Conservation, Government of Nepal. “The skill

and technique of the first aid are same across the world though the materials used in the first aid may differ,” he added.

PAKISTAN

The Pakistan Red Crescent Society’s Sindh Branch celebrated the World First Aid Day and organized quiz programme on basic first aid at Thakur Rashid Gohar Training Institute of Sindh Red Crescent, Karachi.

Around 100 participants, including students and teachers, from different schools of Karachi, attended the first aid training and participated in quiz. The winners of the quiz received first aid boxes.

SRI LANKA



First aid instructors of the National Society with more than ten years of experience in providing first aid trainings, education and services, were appreciated. Following complementing their services an appreciation letter was handed over with a latest edition of British First Aid manual and a cap with the hero logo. Out of the participants three of them who had exemplary services were selected through a firmly deliberated selection process and was rewarded

as a First Aid Hero.

THAILAND



The Thai Red Cross Society translated the key messages in Thai and displayed promotion banners in the Red Cross' Chapters in 76 provinces. At the headquarters, activities were organized at Hotel Tawanna in Bangkok. This included an opening ceremony by the Secretary General, speeches by representatives of IFRC and disaster management departments to inform people on disaster prevention and preparedness, demonstration of first aid techniques,

training for the lay public and journalists as they often are the first ones to be on the spot when a disaster occurs.

TIMOR-LESTE



Event in shopping centre in the capital city and in district centres (speeches, demonstrations, drama, quiz, promotion of commercial first aid); radio messaging in the radio; text message promotion; banners at display. Celebration activities benefited from great media coverage through several articles in both local and national newspapers, radio shows and also social media such as Facebook.

EUROPE

ALBANIA

In addition to demonstration of first aid in case of accident or disaster, activities during World First Aid Day consisted in improvised first aid elements on how the public should respond in case of disaster. As a continuity of last year's theme prevention measures in relation with road safety were also provided especially thanks to partnerships with road police and Automobile Club Albania.

AUSTRIA



In Austria, more than 200 activities were organized during World First Aid Day. In Vienna, for example first aid techniques were shown on TV screens in suburban railways: thousands of people could see them. In the framework of the overall campaign for younger people

Get Social, young people were encouraged to a picture of themselves (selfi) with an automated external defibrillator post on social media. First aid training courses were also offered during various occasions such as fairs or sport events.

BELARUS



The Belarus Red Cross organized a series of activities throughout the country: most branches conducted first aid workshop sessions for drivers, volunteers and general public. Some branches held road safety campaigns in their community, as well as a questionnaire for drivers with CPR training session afterwards. One of the branches organized a first aid training course for elderly people and info-sessions for high school pupils. Grodno regional branch run a number of first aid trainings for local Emergency departments and Departments of Interior Affairs. Vitebsk regional branch had their first aid campaign in an art-café, as well as in Vitebsk State Medical School. This year the Minsk City Day event was celebrated on the same day as the World First Aid Day and the National Society's Minsk city branch

was able to put their Red Cross tents in the biggest recreational parks of the city. Due to this event a lot of people visited the parks for celebration and were able to participate in CPR training provided by the National Society staff and volunteers.

CROATIA

In Croatia almost 2,000 volunteers were involved in providing free first aid training sessions or disseminating information on first aid by distributing prevention leaflets. An estimated 10,000 people were trained or received educational information on first aid.

CZECH REPUBLIC

The National Society focused on road safety, first aid techniques (demonstration of providing first aid – injury camouflage), injury prevention, measure of blood pressure, measure of glycaemia, use of first aid kit, use of automated external defibrillator, promotion of blood donation, presentation of Red Cross activities.

FINLAND

Every year Finnish Red Cross celebrates the World First Aid Day by granting a first aid award to someone from the public who provided first aid. The day is also announced by a press release, encouraging people to act in case of an emergency.

FRANCE



In France over 700 volunteers or staff members of the French Red Cross took part in celebrating the day. Main activities consisted in short first aid training sessions in the streets: introduction to first aid, CPR demonstrations and introduction to risk reduction.

GEORGIA



On the occasion of the World First Aid Day many first aid training sessions were organized either for Georgia Red Cross Society volunteers or beneficiaries of the Social Centre for older people in Kutaisi and for community members in Tbilisi 7 branches. First aid volunteers demonstrated practical first aid skills with involvement of community members; they also distributed informational educational materials. Volunteers disseminated information regarding first

aid and its importance during everyday emergencies. Based on the training received, two persons who provided direct first aid in different situations in Tbilisi and Batumi were given symbolic presents as rewards.

GERMANY

The German Red Cross organized various activities that included:

- Launching a new smartphone application which helps find the closest automated external defibrillator in your environment.
- Campaign *Great day for little helpers* in Berlin where young children could learn first aid in a joyful and easy way. During this event arguments were also collected to help make first aid trainings compulsory in elementary schools.
- Flash Mob in the main station of Dresden: 100 young people performed CPR during a flash mob.
- Many first aid courses everywhere in Germany, CPR trainings in schools.
- Presentation of a short and funny Image film in cinemas.
- Actions using the First Aid Learning – Nuggets: an interactive tool where basic first aid techniques are explained and followed by a quiz.
- Actions and events related to first aid at work.

KYRGYZSTAN



Volunteers and staff of the Red Crescent of Kyrgyzstan celebrated the event in one of the main parks of Bishkek city. During the event the following activities were implemented: first aid mini courses, checking of blood pressure, weight checking.

MALTA

In Malta activities were mainly based on media including social media. Facebook was heavily used to spread the first aid messages. Trainings were held resulting in around 40 new people trained.

MONTENEGRO

The Red Cross of Montenegro organized lectures in high schools, distributed leaflets (leaflets were translated and adapted in Montenegrin language) in cooperation with the Ministry of Interior.

The National Society was also present during a bicycle race and provided first aid tips and distributed helmets in order to raise awareness on security.

They also organized simulation exercises in cooperation with the ambulance service, police and firefighters.

The National Society also participated in a Protection and Rescue exhibit where they demonstrated simulation first aid exercises and displayed all the equipment related to disaster preparedness and response. World First Aid Day was promoted on the website and Facebook page of the National Society. Video animation produced by IFRC was translated and adapted into the local language and was broadcasted on public TV screens in squares in several towns across Montenegro.

SPAIN



In line with the national campaign to prevent domestic accidents *En tu hogar quiérete mucho. Juntos sumamos más* the Spanish Red Cross organized activities during the World First Aid Day to:

- Provide the population with tools to help them prevent accidents at home to occur.
- Raise awareness on the importance of first aid skills adapted to the abilities and age of everyone.
- Train the general population in first aid.
-

More than 80,000 informative leaflets were distributed on the day, training courses were held in different branches. As a result an estimated 11,700 persons have been reached by first aid

preventive messages by the Red Cross. All the actions were greatly reported by the media: local and national newspapers, web and social media.

MIDDLE EAST and NORTH AFRICA

QATAR



The Qatar Red Crescent Society organized a first aid training course for a group of its volunteers to mark the World First Aid Day.

Held on the National Society Medical Affairs premises and attended by 15 trainees of different ages, the first aid and road safety course involved an intensive all-day training.