International Federation of Red Cross and Red Crescent Societies

World First Aid Day – 13 September 2014

WFAD Concept note / Geneva / 18 June 2014

Introduction

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.

While the marketplace has changed, our belief that performing first aid is an act of humanity – not just a series of techniques – has not. We now find ourselves among institutions, organizations and nongovernmental organizations that specialize in training and advocating for first aid alongside us, creating newfound brand identity risks organization-wide.

We have an opportunity to leverage our skills, knowledge and expertise to change the way the world thinks of first aid and re-position ourselves as the leader in the field. World First Aid Day (WFAD), Saturday 13 September, is a time to promote first aid knowledge and skills around the globe, but also to [kick start a long-term vision](https://fednet.ifrc.org/en/resources/health-and-care/first-aid/first-aid-global-initiative-2014--2020/) to bring about the change we know is needed to enhance, expand and improve first aid training worldwide as an act of humanitarian empowerment and as a key component of a wider resilience approach.

2014 (and beyond) theme: Be a Hero

**This year’s theme highlights the need for ‘first aid heroes’ in daily emergencies and disasters.** With 90 per cent of lives saved after a disaster done so by local people, first aid training is for anyone who has ever been – or will be – a bystander. Further, we are advocating for first aid training to be mandatory in schools, workplaces, and driving license programmes, to cover all the stages of life where first aid skills may prove to be vital.

We are spreading the message that neither a cape nor superpowers are needed to be a hero: **“First aid saves lives in emergencies. Everyone, everywhere can be a hero.”**

First aid trainers, volunteers, advocates, teachers, parents, and those who play a role in ensuring first aid training is accessible to all are heroes along with those who use it during an emergency.

Bystanders with the confidence to use first aid at critical times are heroes, regardless of where and who they are. No capes or superpowers are needed to save a life – just first aid training and the confidence to use it. This idea applies to any disaster: a typhoon affecting thousands or a road accident in the middle of the day. Fear of making an emergency situation worse often prevents bystanders from jumping in to act. People report greater confidence in their ability to give first aid if they have regular training, repeated frequently. We aim to build confidence and empower all bystanders to help save a life – just as heroes do.

The visual identity, slogan and theme is a continuation from last year’s WFAD campaign, with a focus on daily emergencies and disasters.

Overview

Disaster – big or small, natural or man-made – can hit anytime, anywhere and can affect anyone. Knowledge and quick action in the face of a crisis may be the difference between life and death.

**Daily emergencies:**

* [Several studies](http://www.who.int/violence_injury_prevention/child/injury/world_report/en/) have confirmed that most lives are saved by the immediate action of bystanders at the scene, either lay people or professional rescuers.[[1]](#footnote-1)
* Every day, more than [2,000 families](http://www.who.int/violence_injury_prevention/child/injury/world_report/en/) around the world lose a child to an unintentional injury or accident that could have been prevented.1
* More than [90 per cent of global deaths](http://www.who.int/bulletin/volumes/85/9/06-037184/en/) from injuries occur in low- and middle-income countries.[[2]](#footnote-2)
* Every 5 seconds someone in the world dies as a result of an injury. [[3]](#footnote-3)
* Effective bystander CPR provided immediately after sudden cardiac arrest can [double or triple a victim’s chance of survival](http://www.heart.org/HEARTORG/CPRAndECC/WhatisCPR/CPRFactsandStats/CPR-Statistics_UCM_307542_Article.jsp), but only 32 percent of cardiac arrest victims get CPR from a bystander.[[4]](#footnote-4)

**Disasters:**

*\*Information below is taken from the* [*IFRC World Disasters Report, 2013*](https://fednet.ifrc.org/FedNet/Resources_and_Services/Human%20Diplomacy/Communication/Comms%20Packs/WDR%202013/WDR%202013%20complete.pdf)

* 364 natural disasters and 188 technological disasters were reported worldwide in 2012.
* Natural disasters cost $157.5 billion US Dollars in 2012, the fifth highest of the decade.
* Although there were fewer disasters in 2012, the number of people affected in low- and middle-income countries increased, with over 31.7 million people affected.
* 90 per cent of lives saved after disasters are saved by local people, but in many parts of the world, these ‘first responders’ have little or no access to life-saving information and technologies such as early warning systems and mobile phones.
* Between 2008 and 2013, developing countries have roughly doubled their number of mobile phone subscriptions, for a worldwide total of 6.8 billion subscriptions. SMS is the most widely-used data application in the world.

Goal and Objectives

Through WFAD, we aim to raise awareness of the universal importance of first aid by encouraging people worldwide to get trained.

* Convey the importance of being trained through in-person and digital first aid training at every stage of the lifecycle.
* Encourage advocacy for first aid to be compulsory in schools, the workplace and drivers licensing programmes.
* Kick start a [long-term global first aid initiative](https://fednet.ifrc.org/en/resources/health-and-care/first-aid/first-aid-global-initiative-2014--2020/) 2014 - 2020.

**Potential Taglines:**

* First aid saves lives. Be someone’s hero.
* First aid saves lives in emergencies. Everyone, everywhere can be a hero.

Key Topline Messages

* Disaster can strike at anytime, anywhere and affect anyone. First aid can empower everyone, everywhere to save lives.
* First aid is the first step in the chain of survival when emergency strikes. 90 per cent of lives saved after a disaster are done so by local people.[[5]](#footnote-5)
* First aid reduces vulnerabilities and helps build stronger communities, better preparing bystanders to react when the next disaster strikes.
* Every 5 seconds someone in the world dies as a result of an injury. [[6]](#footnote-6) First aid saves lives. It is a vital initial step for providing effective and swift action that helps to reduce serious injuries and improve the chances of survival.
* Two-way communication, including social media and the provision of information, are fundamental to resilient communities but are too often considered a low priority. Tools like the Red Cross first aid app provide immediate information in the most critical of times.

Communications Package

In the coming weeks, a complete **communications toolkit** available on FedNet will be distributed to all National Societies wishing to participate in WFAD, including:

* key messages
* animation video (building on the 2013 animation)
* web banners
* infographics
* social media tips and guidelines
* My Story - we have an active first aid tag on the site (<http://ifrc.tumblr.com/tagged/first-aid>) which may be useful to collect volunteer and beneficiary stories around first aid.

Top tips and suggested activities

Below are a few **top tips** for promoting first aid as part of a wider community resiliency approach and disaster preparedness component:

**1. Think locally:**

The success of your local first aid initiatives depends on you asking a few key questions up front:

What do you want to achieve? Who is your audience? For example, donors, policy makers, 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 activities that best promote this, such as widespread media coverage, discussion and debate amongst decision makers, public forums and outreach to prospective partners.

**2. Collaborating with partners and donors:**

Partnering with existing donors is a great way to raise awareness of your local first aid initiatives. Call on their expertise to be part of a panel discussion (ie, how does a corporate donor use first aid in the workplace?). Ask them to help co-host group trainings in exchange for brand exposure.

**3. Using existing media relationships:**

Identify those who you think will be interested in the topic and what is being done in-country to raise awareness and use of first aid. Encourage them to write about the need for first aid and your country’s training rate. Invite them to your events or to a training class.

**4. Volunteer and first aid trainer appreciation:**

Thanking volunteers and trainers is a way to raise awareness of local heroes in your community. Consider focusing your first aid initiatives around their dedication, telling stories of first aid being used effectively.

**5. Building a local advocacy campaign:**

Advocacy campaigns are most effective when centralized on a simple message and made relatable to your audience. Choose one first aid related policy area (ex: making first aid compulsory in schools) and create messages for volunteers and the public to use in advocating for change at the local level. Incorporate these in events, collateral and media messages.

Using the communications toolkit, National Societies will be encouraged to organize activities and events promoting first aid as part of a community resilience approach and disaster preparedness plan. We highly encourage National Societies to leverage existing programme material to connect with **“First aid saves lives. Everyone, everywhere can be a hero.”** and overarching disaster and daily crisis theme that resonates best with your community.

Suggestions for National Society engagement:

* **Group first aid training events** organized with a partner organization or donor, group trainings and assemblies at local schools or local community centers.
* **Disaster Preparedness Drills** focusing on first aid tips, techniques, kits and home emergency plans.
* **Online petitions** for first aid to be compulsory in schools, workplaces and driving programmes.
* **Hero costume contest** showcasing the power of everyday citizens equipped with first aid spread through social media channels.
* **Local heroes event** recognizing and awarding volunteers and/or those in the community who have saved a life using first aid and can motivate others to become trained in first aid.
* **Interactive map** online or at an event to showcase most practical places to store a first aid kit.
* **Engaging a celebrity (NS specific or global)** for support at local events, social media video messages and awareness raising. Ex: hero costume “selfie” on Twitter/Instagram.
* **First aid mobile phone application and social media engagement** (activities to be discussed).

Timeline

Pre- Launch:

* Material development – June/July

Launch:

* World First Aid Day, 13 September, 2014

Continued Activation:

* Long-term global first aid initiative, 2014 - 2020

Reports

Reports from National Societies of their activities on WFAD are essential for the IFRC to document and profile our leading role in first aid. Posted reports can also help National Societies to exchange good practices and ideas. In order to help us compile the report on WFAD 2014, please **download and complete the** [report form on FedNet](https://fednet.ifrc.org/FedNet/Resources_and_Services/Health/First%20aid/World%20First%20Aid%20Day%20report%20form%202014.pdf) with your feedback and photographs of activities and send these to the Global First Aid Reference Centre **before 07th November 2014**. Please do not forget to send us a message indicating your participation in WFAD 2014 at the following address: first.aid@ifrc.org

Resources

**The below Reference Centres are collaborating on the WFAD and are at your disposal for support:**

* [**Global Disaster Preparedness Center (GDPC)**](http://preparecenter.org/)The American Red Cross and the IFRC have established the Global Disaster Preparedness Center as a reference center to support innovation and learning in disaster preparedness to help National Societies develop additional capacity and resources to meet changing needs in the face of global trends such as urbanization and climate change.
* [**Global First Aid Reference Centre**](https://fednet.ifrc.org/en/resources/health-and-care/first-aid/europeran-ref-cent-for-fa-education/)**:** the IFRC Global First Aid Reference Centre aims to develop first aid training in accordance with the Movement’s recommendations and inter­national scientific guidelines. The GFARC also focuses on supporting National Societies delivering first aid training in their individual countries and facilitate network-wide information sharing, ensuring quality management of first aid and supporting first aid harmonization within the Movement. first.aid@ifrc.org

**National Society First Aid Material:**

We will collect material from other successful National Society first aid campaigns and will make it available available on FedNet, including video messages, posters and interactive tools for download.

**World First Aid Day 2013:**

Relevant material from last year’s [World First Aid Day campaign](https://fednet.ifrc.org/en/resources/health-and-care/first-aid/world-first-aid-day-2014/world-first-aid-day/) is also available on FedNet to use on National Society websites and social media.

Long-term Vision

World First Aid Day 2014 will be the start of a 6-year vision to advocate for first aid training to be accessible to anyone, anywhere to better prepare communities when an emergency of any scale strikes. This resilience strengthening approach will also aim to build the capacity of National Societies to sustain first aid and preparedness programmes, ultimately expanding the reach of the Red Cross Red Crescent movement.

[Link to: Global First Aid Initiative](https://fednet.ifrc.org/en/resources/health-and-care/first-aid/first-aid-global-initiative-2014--2020/)

All material will be available on the following FedNet page: <https://fednet.ifrc.org/WFAD2014>.

1. WHO, World report on child injury prevention, 2008. [↑](#footnote-ref-1)
2. # WHO, Injuries: the neglected burden in developing countries, 2009.

   [↑](#footnote-ref-2)
3. WHO, Injuries and Violence: the facts, 2010. [↑](#footnote-ref-3)
4. American Heart Association, CPR Fact Sheet, 2011. [↑](#footnote-ref-4)
5. IFRC, World Disasters Report, 2013. [↑](#footnote-ref-5)
6. WHO, Injuries and Violence: the facts, 2010. [↑](#footnote-ref-6)