



REPORT

**THEME: ADDRESSING EXCLUSION THROUGH
FIRST AID**



International Federation of Red Cross and Red Crescent Societies
Fédération internationale des Sociétés de la Croix-Rouge et du Croissant-Rouge
Federación Internacional de Sociedades de la Cruz Roja y de la Media Luna Roja
الاتحاد الدولي لجمعيات الصليب الأحمر والهلال الأحمر

Global First Aid Reference Centre

REPORT

WORLD FIRST AID DAY 2019

Introduction and background

From the very first action of Henry Dunant in Solferino, first aid has always been the core activity of the Red Cross Red Crescent Movement. As an example, the first activity of the Maldivian Red Crescent, created in 2010, was first aid.

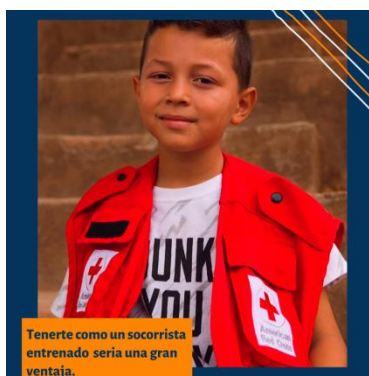
The International Federation of Red Cross and Red Crescent Societies (IFRC) is committed to scaling up its first aid programs to make every National Society around the world able to prepare communities - with a high quality approach - to face disasters but also daily risks.

First aid is a fundamental skill that can provide effective and rapid interventions to help reduce injury and suffering, and improve the chances of survival of someone in need. Our belief is that performing first aid is an act of humanity – not just a series of techniques.

IFRC has been the world's leading first aid trainer and provider for more than 100 years. In 2017, it is estimated that **more than 20 million people** were trained in first aid worldwide by Red Cross and Red Crescent National Societies (GFARC 2018 first aid survey).

Since 2003, World First Aid Day is an annual opportunity to highlight the importance of first aid around the globe as an act of humanitarian empowerment and as a key component of a wider resilience approach; it is an occasion to reach a wider public audience and to try to change the way the world thinks or learns about first aid. Every year, the **Global First Aid Reference Centre** coordinates the event, provides resources for National Societies and makes a final report available.

The 2019 theme chosen by National Societies was first aid for the **excluded people** or groups (minorities, people with disabilities, women, marginalized groups, etc.), because everybody agrees on the fact that everybody has the potential to learn first aid and to save lives. Hence, Red Cross/Red Crescent first aid trainings should as much as possible be inclusive.



KEY NUMBERS

63 reports received

95 National Societies marked World First Aid (events & social media)

58 032 491 people reached

31 000 volunteers or staff involved

90% of the National Societies involved used the theme

Glossary

AED	Automated External Defibrillation
CPR	Cardiopulmonary Resuscitation
FA	First Aid
GFARC	Global First Aid Reference Centre
IFRC	International Federation of Red Cross and Red Crescent Societies
ICRC	International Committee of the Red Cross
NS	National Society
RC/RC	Red Cross and Red Crescent
SM	Social Media
WFAD	World First Aid Day
WRAH	World Restart A Heart day

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Acknowledgements

Reports from National Societies on World First Aid Day are essential for the IFRC to document and profile its leading role in first aid. It is important to have numbers of volunteers, staff and branches involved in the activities and brief descriptions of the community's response. Reports may also help National Societies to exchange **good practices and ideas**.

All the numbers provided are based on the evaluations sent to the GFARC.

All contents are produced by or belong to RC/RC National Societies and IFRC/GFARC. If you are **interested in some materials** or ideas included in this report, please feel free to contact us at first.aid@ifrc.org.

We would like to **thank particularly** for their valuable feedback on their WFAD activities : Albanian Red Cross, Argentinian Red Cross, Red Cross Society of Armenia, Australian Red Cross, Austrian Red Cross, Red Cross Society of Azerbaijan, Bahrain Red Crescent Society, Bangladesh Red Crescent Society, Belgian Red Cross, British Red Cross, Brazilian Red Cross, Brunei Darussalam Red Crescent Society, Canadian Red Cross, Red Cross of Chad, Croatian Red Cross, Red Cross Society of China, Cook Islands Red Cross, Danish Red Cross, Red Cross Society of the Democratic People's Republic of Korea, Fiji Red Cross Society, French Red Cross, Georgia Red Cross Society, Greek Red Cross, Guatemalan Red Cross, Hungarian Red Cross, Indian Red Cross Society, Magen David Adom in Israel, Jamaican Red Cross, Japanese Red Cross, Red Crescent Society of Kyrgyzstan, Libyan Red Crescent, Malagasy Red Cross, Malawi Red Cross, Malaysian Red Crescent, Mauritius Red Cross, Mexican Red Cross, Red Cross of Monaco, Red Cross of Montenegro, Nepal Red Cross Society, Nigerian Red Cross, Pakistan Red Crescent, Philippine Red Cross, The Republic of Korea National Red Cross, The Republic of North Macedonia Red Cross, The Russian Red Cross Society, Rwanda Red Cross, Saint Kitts & Nevis Red Cross, Seychelles Red Cross Society, Sierra Leone Red Cross, Singapore Red Cross Society, Slovak Red Cross, Slovenian Red Cross, Spanish Red Cross, Swiss Red Cross, The Thai Red Cross Society, Timor-Leste Red Cross Society, Trinidad & Tobago Red Cross, Turkish Red Crescent Society, Uganda Red Cross, Ukrainian Red Cross Society, Yemen Red Crescent Society.

Use of the communication package by National Societies



Inclusion is a key subject in many National Societies and within IFRC work, so the pack aimed at targeting various audiences and various departments. National Societies really liked the tools and could easily translate them into their languages. The majority of NS used the theme and the materials provided and especially the slogan included in the picture frame **"your smile can improve somebody's day. Your first aid training can save somebody's life"**. All the National Societies who sent the evaluation used the materials

provided and more than **75% found it useful**.

The following was sent in the 4 IFRC languages:

- ✓ Concept note with global statistics
- ✓ Case-studies from 7 National Societies across 5 regions and on the global partnership between IFRC and Special Olympics
- ✓ Mime video pack
- ✓ First aid assessment glossary
- ✓ Vulnerable people resources pack
- ✓ Climate and environmental first aid game (and its explanatory leaflet)
- ✓ Inclusion tips one-pager
- ✓ Picture frame (and its explanatory leaflet)
- ✓ Infographics on key facts and figures
- ✓ Short animations
- ✓ Instagram stories

- ✓ Facebook cover
- ✓ Social media tips

According to the National Societies, it is very helpful to define a main theme for World First Aid Day and to be provided guidelines and materials from the Global First Aid Reference Centre. They wish to have more tools available and adaptable documents, sharing of videos and testimonies. They appreciated the fact that this is delivered in 4 languages even if they regret to have Arabic and Spanish later than English and French. Comments were also made on the delivery of the tools which should be given earlier in order to have more time to prepare the event, even if there was an improvement this year.

Media report

To know more, see annex: **data of WFAD 2019**. This year, another communication campaign on **World Restart A Heart Day** took place on the 16th October, and GFARC also produced some tools and slogans for this campaign closely following WFAD. We encourage NS to participate as much as possible to this global event which highlights importance of training people on how to respond to a cardiac arrest. More information available on the WRAH dedicated report and [website](#).

GENERIC SOCIAL MEDIA (IFRC AND GFARC)

One week before WFAD, a communication plan on social network (Facebook, Instagram, LinkedIn, Twitter and website) was released by IFRC. The [Facebook page](#) of the Global First Aid Reference Centre was WFAD centered especially during the summer period. Quotes and polls, as well as videos from NS regarding first aid were promoted through these networks in order to encourage people to join our first aid community.

This year's campaign on social media (Facebook, Twitter, Instagram) was large and the number of publications related to WFAD was quite huge, these publications being shared by communities, volunteers and the general public who are not used to go on RC RC websites. A series of posters "**Having you as a first aider would be a big plus**" was created and accessible on IFRC Canva in many languages.

In celebration of WFAD 2019, the IFRC made also available a **range of stories, pictures** on SM regarding case studies on exclusion and their link with first aid, in order to support NS in their activities to mark the day (scripts available on request). All of this was shared through the **GFARC newsletter and the IFRC Newswire**, as a complement to the tool pack (see above). Almost all NS had their own hashtag on Twitter and Facebook and the impact increases each year but it was not possible to have statistics by country. Nevertheless, the reader can find below some detailed data given by NS communication departments.

GLOBAL EVENT AND PARTNERSHIP

To follow the theme, many NS worked with associations of refugees (big campaign in Australia), people with disabilities or retired houses and this increased the impact. We also highlighted the initiative with [Special Olympics](#) because the organization has already worked with RC/RC entities through other previous initiatives. Indeed, in 2018 Special Olympics gave small grants to 8 Special Olympics Programs (Malaysia, Sri Lanka, Nepal, Papua New Guinea, Singapore, Kenya, Malawi and



Zimbabwe) to work with their respective RC NS to put together an inclusive first aid training. The recipients of the trainings were individuals with intellectual disabilities, as well as those without disabilities, to empower individuals with intellectual disabilities to be agents of care, rather than the commonly accepted stereotype which is as recipients of care.

As every year, **GFARC** was on the spot during the event in France with the French Red Cross. The GFARC team had a booth during this event in Versailles (near Paris) and organized workshops with the public and Red Cross volunteers using the tool pack.

Partners NS, ICRC and IFRC supported this year a lot of NS in organizing this event and that was, in many cases, a huge help and the unique source of funds.

PRESS, TV, RADIO, SM AMONG NATIONAL SOCIETIES

Through National Societies' network, all usual media made promotion of the day including international newspapers. Among the suggestions made by NS was mentioned a Global TV campaign spot that could be produced and sent to BBC, CNN and other international and national TV channels.

In Albania, activities appeared in 8 national and local TV stations.

Argentina used a social campaign featuring daily activities with volunteers "*todos podemos brindar primeros auxilios*" in photos and [video](#) and a lot of media covered the week of first aid: [Panorama Directo](#), [TN](#), [Diario de la provincia](#), [RED 92](#), [IVOOX](#), [Data movil](#), [Tribuna](#), [Central Noticias Lorinda](#).

For **Armenia**, a notable video was release on [1inTV](#).



Australian Red Cross launched a huge campaign and a [website](#) for migrants and refugees and offered free courses and e-books upon registration. Some [testimonies](#), banners, brochures and photos were available to communicate. More than 35 media covered the event and ARC made partnerships with associations. Media report is available on request.

Staff from **Austrian Red Cross** first aid department gave interviews to national media like ORF TV.

Bahrein Red Crescent Society has media members who recorded and documented audio and video broadcasted by Bahrain TV and published by the local press in more than one newspaper in both Arabic and English.

Bangladesh partnered with the Federal Police to make people aware of the importance of first aid and made a press conference, reported by [official media](#) : during the celebration of the day a lot of journalists attended and witnessed the event and some of them interviewed both management and governance. All was broadcasted and published through 3 television channels and 4 national daily newspapers.

Belgian Red Cross found many media partners for their rescue game in schools: Niouzz, RTL TVI, la RTB, JDE, RTL (TV), la nouvelle gazette, l'avenir (print), and RTL radio, BEL RTL, Radio Contact (radio).

In Brunei, the news were released in the Borneo Bulletin journal in English and Bahasa.

In Canada, campaign on the D-Day through social media was quite a big success and TikTok video have impressive numbers: 12.5 million views, 1.4 million likes, 5,820 comments, 24,700 shares.

Red Cross Society of China appeared in various media: CCTV, 6 provincial newspapers, 7 provincial TV stations, 16 provincial websites, 22 provincial WeChat subscriptions, 21 Municipal TV station, 25 Municipal newspapers, 20 Municipal websites, 24 Municipal WeChat subscriptions.

Cook Islands made some articles published in web and newspapers. They also approached two banks, Bank Cook Islands (BCI) and Bank South Pacific (BSP), to support them on this day – both banks wore red to celebrate whilst BCI promoted World First Aid Day on their website and Facebook page and BSP had a gold coin donation from their staff.

In Croatia, all the branches had media coverage for their activities which were was also released on [Vijesti](#). Volunteers made demonstrations on TV [RTL](#). Detail report is available on request.

In Fijis, media coverage was done through newspaper supplements, Facebook and street banners etc.

For **Georgia**, information regarding the events dedicated to WFAD 2019 was added on the GRCS official Facebook page, Facebook pages of the GRCS branches and the partner organizations.

National TV, newspaper and website relayed the event in **France**. The complete media coverage can be consulted [here](#), as well as [photos](#) and the [National Event resume](#).

In Greece, messages about the World First Aid Day 2019 were broadcasted on the radio and local TV channels. Banners and posters with the theme of the World First Aid Day 2019 were placed in municipalities, town halls, health centers, central squares, etc. Leaflets were provided to participants.

In Guatemala, a campaign on the theme was created on social media and appeared on radio, TV, website, on [Diario de Las Americas](#), [Chapin TV](#), but also [Publinews](#) for example and Emisoras Unidas, Canal Antigua, Radio Punto, Publinews, TN23. Available media report upon request.

In India, press widely disseminated information on the event.



Observation of World FirstAid Day. In various states of India in the media coverage.

Magen David Adom in **Israel** published in social media and local newspaper their event.

Jamaican Red Cross was hosted on the Smile Jamaica Programme on National TV. TVJ is watched on the internet, by site visitors in the United States, Canada, Japan, Africa, the Caribbean and elsewhere.

In **Japan**, the event appeared at least 8 times in newspapers, 5 times on TV, 3 times on radio and the “CPR Choreo” (see below) reached a great success on SM channels, including IFRC ones (see country summary) and [#BPM100 DANCE PROJECT OFFICIAL WEBSITE](#), [Spikes Asia, Presentation Movie](#), [#BPM100 DANCE, Heartora-chan!](#), [#BPM100 DANCE, JRCS Kanagawa branch](#).

In the **Republic of Korea**, there were 15 [media coverage](#) on WFAD like [Joongdo](#), [Chungnamilbo](#), [todayan](#) or [headline jeju](#).

For **Kyrgyzstan**, all activities dedicated to the WFAD were published on RCSK Facebook page. Live first aid training (master-class) was conducted on a local TV channel in one of the regions of the country.

Three public first aid courses were covered by **Libyan** national channels.

In **Madagascar**, channel IBC came to broadcast the event. Images were posted on Facebook and on live. A net increase of 10% of followers has been noticed since (video available on request).

For **Malawi**, media coverage was pretty good with the event broadcasted on: Malawi Broad Casting Radio Station, Zodiak Radio Station, Radio Maria, Chancellor College Radio. An estimated 1 million people have access to the radio stations.

Mexican Red Cross was active on social network, with the following numbers: **Facebook**: 94, 600 and 5,658 reactions/**Twitter**: 22,457 prints/**Instagram**: 29,704.

In **Monaco**, an article was published in Monaco Matin describing the [activities](#).

Montenegro Red Cross had excellent cooperation with media at local and national levels. They participated in different televisions and radio shows on [national](#) and [local](#) level. Some media reached many different audiences: Facebook – over 7000 views/Instagram – more than 3400/Video material on Youtube – 473 views (available on request).

In **North Macedonia**, the media coverage for this event was made through the local and national TV and radio media where the RC had educational presentations and lectures for first aid. Educational posts about the importance of the knowledge for first aid were shared via social media. Local and national newspapers published articles about the events.

Pakistan Red Crescent activities were covered by the local and national newspapers. Few clippings are available on request and a [video](#) was published on GFARC Youtube channels supported by ICRC.

The event in **Portugal** was published in two National newspapers (on request) and Website, press news and facebook posts – estimated over 10.000 hits.

In **Sierra Leone**, radio and TV discussions were also held on major TV and radio stations in Freetown. 15 journalists from all major TV and radio stations made a prerecorded coverage which was shown during the national news.

Various media materials are available from **Singapore Red Cross Academy (SRCA)**: Lianhe Wanbao , [Handling minor injuries correctly](#) (8 Sep)/ Featuring first aid do's and donts with tips from SRCA, [HaoFM](#) (11 Sep)/ [CNA938 Life&Style](#) (11 Sep), the Singapore RC Secretary General on 'Health Matters' with Daniel Martin, speaking on psychological first aid, The New Paper (19 Sep)/Featuring the story of the first aid trainee Priya who utilised her lifesaving skills: <https://www.tnp.sg/news/singapore/woman-helps-cardiac-arrest-victim-day-after-learning-first-aid> + [TV clip](#) and [Radio clip](#). Complete report available on request.

In **Slovakia**, event appeared in [RTVS](#), [online newspapers](#) (Nový čas, Aktuality), [regional TV](#).

Slovenian Red Cross issued a press release introducing the theme “Addressing exclusion through first aid” which was widely published in the national and local papers, on-line media, as well by the national broadcaster. Media and social media news have reached approximately 300,000 individuals.

WFAD in **Switzerland** was based on a media campaign in French and German shared via [websites](#), [Facebook](#), [Twitter](#) (complete media report available upon request).

Thai Red Cross promoted World First Aid Day 2019 on the radio station, as well as via [NBT channel](#) and True channel which were broadcasted on TV digital in Thailand.

The activities were covered by 3 newspapers in 3 branches in **Timor Leste**.

In **Turkey**, all training centers shared their activities, information notes and first aid videos on their official social media accounts. The videos were prepared as “public service announcement (psa)” in order to raise community awareness and were also published on the official Turkish Red Crescent Youtube channel and first aid website on 14th September. The event was also covered by local TV channels and newspapers, municipalities, radio programs, the Ministry of Health, social media, AFAD and the Prime Ministry Office, TRT, Anatolian Press Agency as well as TRT Radio ANKARA. More than 20 local TV channels and newspapers highlighted the event and more than 30.000 participants were reached with this way for WFAD 2019.

[TT TV News](#) in **Trinidad and Tobago** released the event and their first aid coordinator was interviewed.

Major win with slot on the BBC One Show

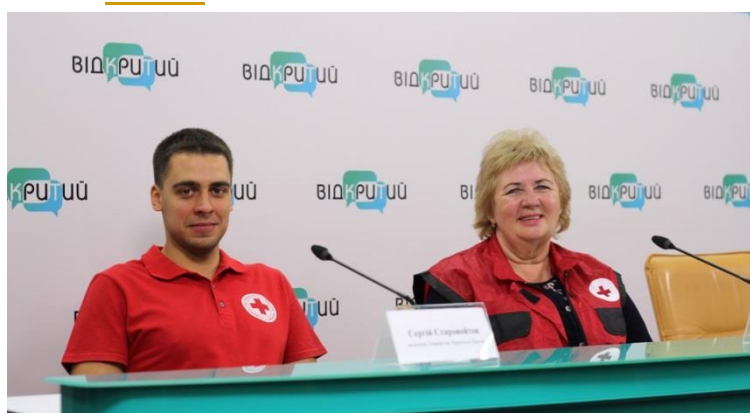
- We secured:
- A segment on The One Show – reaching an audience of **three million viewers** and profiling our Power of Kindness branding to a national prime time audience
 - National media coverage on **Press Association**, **BBC News Online**, **ITV lunchtime** and evening news, **ITV News Online**, **Mail Online**, **Metro x 2**, **The Sun** (print and online), **Take a Break**, **Express** and **Star**.
 - Radio Day reached **5.2 million listeners** across the UK through over 25 interviews, including **BBC GNS**. Radio Day for the 2018 campaign reached 4.2 million listeners.
 - Built a good relationship with the **Department for Education press office**. They asked us to provide a quote for a feature they pitched to The Sun.



The massive campaign in **United Kingdom** (complete media report available on request) worked well with a release on BBC while meeting the following objectives:

- 20,695 first aid app downloads during the two week campaign period, 3,500 downloads on average over two weeks.
- The One Show covered the BRC Westminster event and did a pre-record with one of their case studies in a school, reaching an audience of three million viewers and profiling the BRC Power of Kindness branding to a national prime time audience.
- 405 schools signed up to the curriculum pilot between 2 to 24 September (many of which were from e-communications that included World First Aid Day messaging)
- Reached over 40 million via media, social and advertising.

Ukraine Red Cross reached national media to publicize the campaign: [Open TV](#), [Vgoru](#), [NCRU](#) and stories are available on their [website](#).



In **Yemen**, the event covered 3 satellite channels and videos were shared on social media channels.

Reports

Africa

CHAD

Many activities were organized with the support of the French Red Cross, ICRC and local committees. Were produced or spread: banners and t-shirts on the theme of the year, statements on TV and in various radio stations were made by the National President.



MADAGASCAR

Malagasy Red Cross was allocated a big space by the **commercial center Jumbo**, in exchange of the training of their staff. Teams started with an informative session on the need to know first aid techniques. An awareness session with visitors of the Jumbo score shopping center took place. Afterwards, they performed a simulation session (surprise) to catch visitors and attract the attention of the shops in the surrounding shopping center. Visitors were encouraged to come to the Malagasy Red Cross to be trained in first aid (business or individuals).

MALAWI



MRC organized big demonstrations in the streets and trained the general public. Activities included: health walk, drama, traditional dances, prison band, FA simulations, comedy, radio advertisement and awareness sessions. There were some provision of health services to girls and women by non-governmental organisations: PSI, Jhpiego and Ministry of Health. The association of people with albinism was also on the spot to provide sun creams and inform people. Invited guests included: government



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stakeholders, local leaders, the Mayor of the City – guest of honor, media coverage, non-governmental organizations.



MAURITIUS

Sessions with first aiders in the street were organized by MRC.

NIGERIA

Nigeria teams conducted a football match between towns and activities with people with disabilities. The event was supported mainly by ICRC.



RWANDA

Rwanda Red Cross conducted various local events throughout the country with the theme provided.

SEYCHELLES

On the 13th September, 15 students were made awareness on basic first aid during a half-day session and on the 14th September, 25 people from the elderly home living on one of the Inner islands of Seychelles namely Praslin were sensitized on basic first aid skills and knowledge integrating the specificity of elderly.



SIERRA LEONE

On Friday 13th September 2019, the National Society organized a simulation exercise on basic life saving (BLS) and airway management, hemorrhage control and choking at the office of the Vice President of Sierra Leone, with representatives from all the Ministries.

The society also organized an hour of public first aid education on Saturday 14th September 2019 in the form of simulation on BLS and airway Management in different parts of the capital Freetown (an hour in each of the locations).



UGANDA

Volunteers and staff took part in an open-air event for WFAD.

America

ARGENTINA

Various activities were organized in branches: workshops and talks focused in welcome-day centers, centers for people with disabilities, senior center, jails and high schools. Internal brainstorming sessions were held on inclusion in first aid.



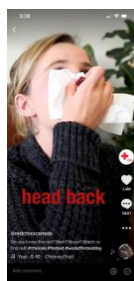
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BRAZIL

Audiences were selected based on the idea of reaching people who, for various reasons, are ignored by the society. Through the proposed theme, taking into account the expertise of the Brazilian Red Cross and the current context related to each state represented in the National First Aid Network, the following audiences were defined as target: indigenous; people of particular sexual orientation; persons deprived of liberty; homeless people; community (slum); women; elderly and immigrants. Community based-health and first aid officer was also accompanied by the volunteers.



CANADA

Canada focused more on social media and campaign with good results (see above media report). The SM team retweeted some of the IFRC content for WFAD but they also created their own content for WFAD which was shared through the CRC social channels.

GUATEMALA

A global campaign was created by the Guatemala RC #TodosPodemosAyudar with various materials (see above, media report). A promotional video was made, as well as posters, post on social networks, hashtag, bags for masks.

Activities took place in Guatemala City also: first aid workshops for people with sensory and mobility disabilities, video recording to commemorate World First Aid Day, design of shirts for the Day of the Celebration for the participating volunteers, post on social networks teaching first aid techniques to people with mobility or sensory disabilities.



JAMAICA

JRC conducted a National First Aid Training for a School of deaf people in partnership with the Board of the institution.

MEXICO



As every year a call was held at the national level to participate in the State delegations and carry out several activities in the month of September, not only on the World First Aid Day and also adding the **World Restart a Heart Day**. This year there were held free events open to the general public, working on issues of: wounds, hemorrhages, fractures (bandages), mobilization and transport of injured, CPR workshops (adult, child, baby), awareness raising on secondary prevention issues and first aid. An important activity on social network was also noticed.

SAINT KITTS AND NEVIS

NS hosted 2 events: one was a lecture with demonstrations with 33 of the persons at the community center for disability and the other one was a training for caregivers who work with disabled people.

TRINIDAD AND TOBAGO

Trinidad and Tobago Red Cross Society held a free workshop to honor World First Aid Day, and as the Society's First Aid Coordinator, Augustus Forde, explained on TV that this year specific focus was placed on targeting special groups.



Asia-Pacific

AUSTRALIA

Australian Red Cross aimed to host the nation's largest ever multilingual first aid training session and launch the publication of the *Essential First Aid Guide* in 13 non-English languages. The NS invited new migrants and refugees to attend a free basic first aid training. Australian First Aid trainers donated their time to conduct the training and the First Aid team worked closely with Red Cross Migrant Support Services to manage the day. To drive media interest, teams worked closed with a high profile refugee doctor and heart attack victim that survived.



BANGLADESH

Bangladesh Red Crescent Society celebrated World First Aid Day 2019 complementing this year's theme "Addressing Exclusion through First Aid" in two phases. Firstly, WFAD was celebrated in the Center for Rehabilitation for paralyzed, inaugurated by the DSG of BDRCS Mr. Rafiqul Islam and the executive Director of CRP Mr. Shafiq-ul Islam, supported by International Committee of the Red Cross. IFRC Health Officer and Senior Representative of German Red Cross also attended this session. A group of First Aid Trainers including RCY volunteers and trainers from training department of BDRCS conducted this day long First Aid Orientation session to disabled people. There were 7 Booths showing and explaining 7 different basic First Aid activities to the participants who also demonstrated what they learned on CPR, Chocking, Bleeding, Wound, Dressing, Burn, Bone Fracture & Immobilization. They mentioned that they had a very good time learning about First Aid, this kind of event is unique for them, happening for the first time. On 30th September BDRCS celebrated the World First Aid Day with the participants of Bangladesh national deaf foundation at

NHQ, where different subjects on First Aid were discussed and demonstrated by the BDRCS First Aid trainers which were immediately shared by the teachers of the association, with their own sign languages.

BRUNEI

A big event was organized called “Bandar Ku Ceria”, including first aid demonstrations with partner “Actfast group”, games of CPR and distributions of pamphlets. Royal Highness the Sultan of Brunei signed the Official Poster.

PEOPLE’S REPUBLIC OF CHINA

In China, **2.3 million people** were trained or were provided educational information regarding basic first aid by the Red Cross Society of China. Local First Aid competitions were hosted by local Red Cross branches and the Fifth National Red Cross First Aid Competition was organized by Red Cross Society of China with emergency exercise, first aid training, health and safety lecture for family and community (*more details and complete report for this event and East-Asia National Societies are available on request*).



Hong Kong Red Cross – Branch of the Red Cross Society of China

A bus tour was organized and toured around Hong Kong Island during 10am – 1pm. First aid messages such as the importance of learning first aid and CPR were delivered to the public by distributing souvenirs and pamphlets with different languages.



COOK ISLANDS

Based on this year theme, Cook Islands Red Cross ordered 4 cakes and had these delivered to 4 different places on the island – Cook islands Prison, Te Kainga (elderly and mental health), Cook Islands National Disability Centre and Creative Centre (disability).



FIJIS

Fiji Red Cross Society conducted First Aid Awareness to the excluded people and did a cleanup at the residences.

INDIA

ST. John ambulance (India), Haryana state centre, Chandigarh. Branch educated the students of schools, colleges, universities, employees of industries, drivers & conductors of buses and the general public about first aid through lecturers, practical demonstrations and making posters on first aid. Blood donation camp was also held on the occasion of World First Aid Day 2019 at Karnal, 40 young people donated blood.



World First Aid Day observed at Deaf and Mute Govt school pakyal Manipur by Indian Redcross Society - Manipur State Branch. Skills performed by Volunteers on CPR Patient positioning.

JAPAN



26 branches of JRCS held workshop about first aid and 11 branches exhibited posters. Also, some branches distributed flyers or implemented quiz to inform about activities of JRCS. HQs participated in the event of "The Day of First Aid 2019" held by Ministry of Health and held the workshop of Basic Life Support for attendance. This time, JRCS targeted children for workshop about AED training and provided children to cosplay of JRCS rescue clothes, during workshop.

FOCUS ON #BPM100 DANCE PROJECT: # BPM100 DANCE PROJECT is a project which launched in July and that uses the social media application “TikTok” to raise awareness on cardiopulmonary resuscitation through dance, especially for younger generations. This project has been spreading by using some popular influencers of “TikTok”, and by posting a video on a special website to provide the correct knowledge about cardiopulmonary resuscitation. The Japanese Red Cross Society supported and sponsored the purpose of the project, and cooperated by supervising videos to learn correct knowledge about cardiopulmonary resuscitation.

At Spikes Asia, the largest advertising communication festival in Asia held in Singapore from September 25th to 27th, this project won the Silver Award in the Entertainment category and the Bronze Award in the Music category, which was recognized for appealing to a wide range of generations as entertainment content.

MALAYSIA

MRCS organized various events with young people and made awareness sessions through leaflets, first aid talks.

NEPAL

Focusing on the theme, "First Aid and Excluded People", NRCS conducted different activities for excluded people, for example first aid training to prisoners (24) and excluded people from the community (24) and First Aid Orientation to the community (244). To mark the event ICRC Nepal sponsored for the IEC materials Printing, IFRC Nepal Sponsored for First aid training to Excluded community and Canadian Red Cross sponsored for First Aid Training to the Prisoners.



NRCS Chairmain Mr. Sanjeev Thapa with various distinguished guests, different stakeholders, PNS and RC volunteers participated in the event. A national ceremony included a traditional show (Jhaki) during a rally throughout the city. In the closing ceremony, best trainers and volunteers 2019 were declared Best Trainer and Volunteer of the Year 2019 and were honored with trophy and certificate.

PAKISTAN

The First Aid Technical Committee PRCS decided to include excluded people and communities not only as trainees in first aid, but also as members of First Aid Response teams constituted by PRCS in case of emergency. They were invited as well to be part of celebrations at NHQ on event day as members of First Aid Response team for Simulation drills. Intention was to address exclusion with inclusion to not only give them the sense of inclusion and confidence to act as first responders during any case of emergency but also to help communities to see them as useful part of society.

A number of excluded communities were approached and involved in FA activities by FA & Pre Hospital Care Program PRCS. These include Special Schools for deaf & mute, blinds, physically disabled as well as rehabilitation centers. Furthermore, Hindu & Christian minorities, Transgenders, orphans, shelter homes for women & homeless, Nomads, Afghan Refugees in Refugee camps and Orphans were also included. These trainings were widely appreciated by the beneficiaries. In addition, over 100 training session were conducted for vulnerable and marginalized people: over 2000 individuals were part of First Aid Training. First Aid Trainings were conducted for visually impaired people who were taught the skills using customized training methodology. The feedback received from the trainees was very positive, as it was the first time they were being imparted knowledge regarding lifesaving skills and treated not as excluded ones. Particularly, a FA Training was conducted for Christian Community in a district where representatives from Human Rights and Minorities Affairs of Government were present and appreciated the efforts of PRCS for training the minorities. At certain occasions, services of translators were also used for translating the training from local language to sign language for the deaf.



PHILIPPINES

The Philippine Red Cross conducted a First Aid and Basic Life Support Training in Manila City Jail where the participants were the prisoners with a total of 8,632 certificated in First Aid and Basic Life Support and 1,100 participants of first aid and basic life support lecture demo. Similar events were held at San Pablo City District Jail with Dumagat and Indigenous people of Rodriguez Rizal, students participated in the lecture demonstration for CPR and RC Volunteers.



REPUBLIC OF KOREA



KRCNS tried to reach vulnerable groups (children, disabled people, elderly, etc.) providing free CPR training sessions. Furthermore, the NS set up a special booth for dissemination of CPR training at some subway stations in order to increase awareness of public general. Participants and trainers expressed high satisfaction and good achievement of the program. As a result, KNRC, with 119 volunteers, reached 2,129

vulnerable people through the first aid training, and conducted 26 campaigns with 495 volunteers for 42,570 participants on September. Also, KNRC hosted joint events with local authorities to promote CPR training for children and elder people at local level festivals. It was a valuable opportunity for children in needs to have experimental first aid training. KNRC strengthened the resilience by disseminating FA training to the vulnerable people.

SINGAPORE

SRCA facilitated an on-ground street activation along Orchard Road for WFAD 2019 from 11am to 7pm on Sep 14. The main goal of the activation was to raise awareness on the importance of having first aid training. Mechanics include (1) encouraging the public to use #WFAD2019 picture frame and posting their photos on social media with the hashtag #WFAD2019SG; (2) giving away of Red Cross first aid tip magnets, first aid kits and other Red Cross corporate gifts; (3) promoting CPR + AED Awareness Workshop. The activation was ran by Singapore Red Cross staff and volunteers.

As part of the overall efforts to advocate the importance of first aid learning and to commemorate World First Aid Day 2019, Singapore Red Cross held a community celebration at West Coast CC. Highlights include (1) a CPR + AED Awareness Workshop which involved participation of 57 residents, (2) Red Cross Youth team sharing fire safety tips through virtual reality stimulation, and (3) a sharing of Singapore Red Cross community programs.

THAILAND

The participations for this first-of-its-kind training included people with visual impairments and physical disabilities and one big event with officials from the NS took place with game booths for visually impaired people. Teachers and staff members at the Bangkok school for visually impaired people and the volunteers assisted the blind people at Thailand association of the blind to participate in basic first aid training. There were 35 people attending this training. The topics included Scene Survey and Evaluation of the Victim, Unconsciousness, CPR, Choking, Stop Bleeding, Broken Bones, Casualty Transportation in one day.

Blind students at the Bangkok school for the blind were joining the first aid training. The training sessions were 3 hours in the morning and 3 hours in the afternoon. Blind people at Thailand association of the blind were interested to join the first aid training. The course was a 3 hour session in the morning. For blind people, the first aid course was designed specifically for them to take care of themselves first when they suddenly got injuries such as bleeding or broken bone. Visually impaired get accidents more easily than people with no visual impairment. It was important for them to know how to do the first aid by themselves.

First Aid Training for the people with physical disabilities at the Industrial Rehabilitation Centre Region 1 (Pathum Thani : A province of Thailand). The training was set on August 5-6, 2019. There were 49 disabled people joining the training. They also did the first edition of First Aid Braille Book and **First Aid audio book for the blind**. The first aid materials for the blind were sent to the 14 blind schools in Thailand to expand the concept of knowledge about first aid for them.

TIMOR LESTE



Many activities were made by Cruz Vermelha Timor Leste (CVTL) which translated and developed communication materials related to the global theme. This was done through the printing of banners, WFAD photo frame, promotion and campaign through the CVTL official Facebook and Twitter, coordination with other stakeholders, organization and mobilization of volunteers and staff to participate in the event, dissemination about 7 principles for the excluded people. This year every branch celebrated WFAD with different target groups of beneficiaries such as people

with disabilities, community rural areas, orphaned and prisoners. First aid demonstrations were organized using bandaging and splints.

Europe

ALBANIA

The Albanian Red Cross (ARC) organized the National First Aid Competition in Tirana, where 38 first aid teams participated from 38 RC Branches. A press release was produced for local media with the theme “Addressing exclusion with first aid” and published widely in social media. Three big banners were also set out in the main square in Tirana when national first aid competition took place. First aid volunteers showed first aid technique, and more specifically for disabled people, distributed first aid leaflets, brochures, etc. At least 1,200 volunteers were involved in the whole country, the audience was much bigger this year according to the first aid coordinators.



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ARMENIA

Volunteers and staff organized [first aid activities](#) in the main square for all type of audience: remote communities, people with disabilities, migrants, refugees, children, and lonely elderly people and had a special celebration, flash mob was held.

AUSTRIA

First aid coordinator, Medical Chief gave a lot of radio and TV interviews, which were also published in the national newspaper and social media. Accurate numbers are not available but many branches took part in the activities.

AZERBAIJAN

National Society conducted activities related to first aid and disabled people thanks to support of ICRC.

CROATIA



Croatian Red Cross successfully marked the World First Aid Day by organizing various public events in all parts of Croatia together with its local Red Cross branches and professional photos are available. Some competitions were held through the whole week and throughout the month in many districts and cities and municipalities of the Republic of Croatia.



BELGIUM

Belgian Red Cross French community organized the event in a school with the aim to reach young people. This "Rescue Game" aimed to highlight the importance of being trained in first aid at school, and was organized in two stages:

- Workshops: young people, divided into different groups, went from workshops to workshops. At each workshop, they had to deal with a victim and had to act in 8 minutes, waiting time average for the arrival of an ambulance in Brussels. For each workshop they then received an explanation on the right way to act.
- CPR: At the end of the game, all the participants met for awareness on resuscitation.

DANEMARK

Danish Red Cross posted some status on Facebook, but the date of the event is too close to the national "go collect" day, and therefore is not prioritized.

FRANCE

The event closed the national summer campaign "*Eté qui sauve*" with the involvement of all the branches. French Red Cross wrote a **practical guide** for local branches to help them to have all the relevant material related to the event. An official launch took place on the square in front of the town hall in Versailles, department 78 with GFARC presence. **Red Cross village** was in set with fifteen tents: first aid introductions (adults and children), awareness session on risk reduction, prevention of life risks, escape game on the risks in everyday life, virtual reality first aid (start up with a single gesture), volunteer tent, first aid demonstration with vehicle. A communication pack was sent to local branches, which contained customizable material as press release, invitation letter and poster (also, goodies, guides on first aid, emergency personal card). FRC used all the material provided by GFARC, including statistics.



GEORGIA



In September 2019, FA street events in public places and FA trainings for the target audience were conducted in Tbilisi and 12 GRCS branches and were dedicated to the World FA Day. Slogan of the Day was “Addressing exclusion through first aid” and aimed at involving marginalized groups of people in the FA activities. During the day, local youth, IDPs, drug users and people working with them, older people, people with disabilities and orphan children were involved in the FA activities.

Over 400 representatives of the general public through participation in the GRCS activities got knowledge and skills to provide initial FA until professional help is available. As in 2019 the activities dedicated to the WFAD were involving groups of people that the GRCS is not working with on a regular basis (such as orphan children and people with disabilities), the NS had to negotiate with the representatives of local authorities as well as NGOs working with those particular groups to manage implementation of the planned activities. The activities organized in regards to the WFAD raised image of GRCS as a FA provider at central and local levels among governmental and nongovernmental sectors and the general public.

GREECE

Nurses / first aid trainers (36) and volunteers (325) of Nursing Division, in Athens and in 22 H.R.C Regional Branches, provided first aid training to targeted groups such as: Roma, unaccompanied minor refugees in hosting centers, juvenile and adult prisoners, elderly in open protection centers and in nursing homes, children and adolescents with autism and other disabilities in daycare centers and



special schools, parents and guardians of children with disabilities in day care centers, people with mental, intellectual or mobile disabilities in open and close structures and addictive persons in treatment centers. Hellenic Red Cross had a good collaboration with Municipalities and Public Social Services.

HUNGARY

Some small events were organized in the branches as this year the NS focused more on World Restart a Heart day.

ISRAEL

Magen David Adom organized a big event in public place and provided CPR and stroke training for the deaf population and general public.

KYRGYSZTAN

As part of several main activities, the RCSK FA team conducted a training session at the Rehabilitation center for children, adolescents and young people with disabilities. Another training was targeted for people with hearing impairments. And finally, RCSK FA response teams delivered first aid services to all runners and supporters in the international Half-Marathon in Bishkek city where people with visual impairments took part in the run.

MONACO



The annual meeting of first aiders in Monaco with the public was a resounding success again this year. Beginners or novices in first aid, all visitors were welcome. Rescuers from the Monaco Red Cross therefore went to meet a target audience, particularly the elderly, people with disabilities, prisoners and families in difficulty. A strong mobilization of the MRC teams with 13 first aid

trainers and 15 volunteers from the Red Cross sections of the retirement homes Bellando de Castro, Giaume and A Qietudine as well as and collaboration with the firefighters trainers of Monaco allowed to made first aid introductions to 111 people. The day was punctuated by learning first aid, prevention tips, games and other fun activities. A lotto-bingo was specially designed for this day with prevention messages on dehydration, falls, the importance of alerting (doorbell, etc.) adapted to the participants. All the players had the pleasure of sharing a snack and receiving a nice package (toiletries, terry towel, perfumes...) offered by our loyal partners.

MONTENEGRO

MRC organized some different activities : first aid workshop for the Paraplegic Association, first aid workshop for senior clubs, first aid with children in kindergarten, first aid for RE population (Roma/Egyptians), some joint activities with different NGO (partners: kindergarten, NGO, police and media). One local market (sponsors) provided funds to support these activities in the RC local branch.



NORTH MACEDONIA



There were many activities that were hosted by the Red Cross of Republic of Northern Macedonia: they organized events and ceremonies in 30 municipalities of the country. The main purpose for this event was to raise public awareness on the importance of First Aid and how it can save lives in everyday and crisis situations. Here are some of the main activities that were hosted as part of WFAD: educational lecture and exercise for first aid presented by a team of paramedics, simulation demonstration drill, car accident performed

by an expert first aid team and Red Cross volunteers, demonstrative rescue and first aid exercise performed by an expert first aid team and Red Cross volunteers.

PORTUGAL

Portugal Red Cross made an activity with marginalized people in elderly centre and disabled person to raise awareness about the importance of first aid.



SLOVAKIA

First aid demonstrations for the general public, free first aid courses for socially vulnerable people groups, simulated traffic accident in cooperation with firefighters and police men were the activities organized this year by the Slovak Red Cross.

SLOVENIA

Slovenian Red Cross and local branches (56) organized several First Aid workshops at various locations across Slovenia. Participation in workshops was free of charge. The main focus was how to deliver cardio pulmonary



resuscitation according to Guidelines of First Aid.

SPAIN

A local event was organized by the Spanish Red Cross, including some partners like centres for ageing population.



SWITZERLAND

Swiss Red Cross organized a communication campaign to promote first aid trainings by their local rescue organizations.

TURKEY

Turkish Red Crescent had many activities during the World First Aid Day 2019. The Training Centers prepared a press release for local media and shared it with the community thanks to the concept note. Some training centers organized First Aid training for special organizations such as Aydın Red Crescent branch providing training for visually impaired participants in Altınokta Visually Impaireds Association. The Young Red Crescent team created first aid information points to disseminate first aid pocket books and they provided some basics on first aid to their peers. The branches' officials were invited by local TV channels and radio programs. Teams attended to a popular radio program and had an interview about "Addressing Exclusion through first aid", our team provided information about the history of RCRC Movement and first aid.



UNITED KINGDOM

This year the British Red Cross' (BRC) focus was around promoting the **first aid app** and celebrating the changes to the English curriculum – from September 2020 all primary and secondary schools will teach at least 1 hour for first aid advice. NS held a first aid training session outside the **Houses of Parliament** with 90 primary schools and had a big amount of media join them, including the **BBC One Show**, which is an evening prime time magazine show. BRC had this year a few celebrity supporters (but only ones known to UK audiences).

UKRAINE

During World First Aid Day, URCS aims to bring attention to training needs: orphans and children; children and adolescents with disabilities; World FA day celebration, flash mob.

Middle East and North Africa

BAHREIN

Team members went to a large **commercial complex** (Al-Ramly Complex) and they used all the materials provided by GFARC in organizing some first aid stations. One of their sign language experts was there to be with the deaf and disabled people and make the material available for them. In addition, an entertainment space for children was set, where people earned some gifts for gaming. They also allocated a space for distributing pamphlets, books and first aid boxes to attract the largest number of attendees who exceeded eight hundred visitors from citizens and foreign communities.



LIBYA

The National Society launched first aid courses in ten different cities to increase community awareness of the importance of first aid and sensitize them on our International Movement.



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YEMEN



In Yemen, WFAD was based on awareness sessions on first aid topics for different groups of society (vulnerable groups).

Conclusion

To conclude, in every country where it was organized, WFAD was a success and it enabled to reach many people and involved different partners. This day was an opportunity for RC/RC NS to start or pursue advocacy regarding reaching all types of audiences in need, and promote excluded communities whom members are beneficiaries and volunteers. Many NS also created animations, workshops or FA sessions using different pedagogical methodologies and explored innovative ways of delivering first aid.

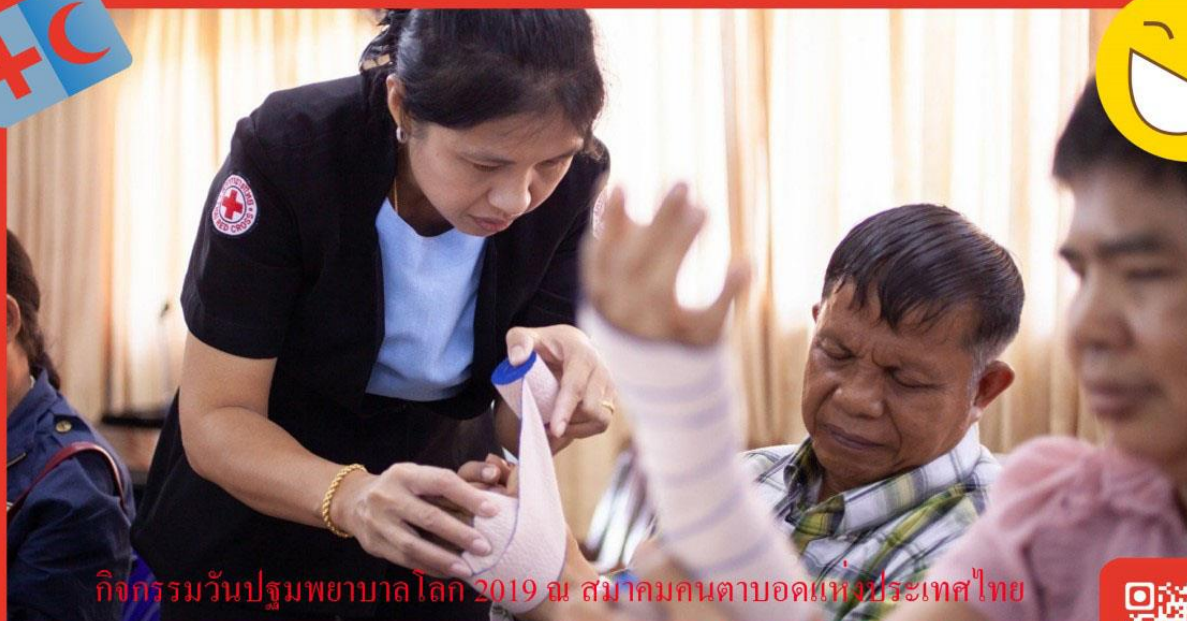


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*Your smile CAN IMPROVE somebody's day,
Your first aid training CAN SAVE somebody's life.*



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#WFAD2019

*Post and share your
pictures!*



*A big thank you to all the volunteers and staff involved! Please do not hesitate
to send us your suggestions to first.aid@ifrc.org*





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