

World First Aid Day 2013 Information Pack

This year World First Aid Day will be held on **Saturday 14 September 2013**.

This information pack includes:

- Key messages from the IFRC Global First Aid Reference Centre and the Global Road Safety Partnership
- WFAD 2013 theme : “First Aid and Road Safety”
- Suggested activities and expected results
- WFAD 2013 report form

Annexes:

- United Nations General Assembly Resolution 64/255 on Road Safety
- Pledge P2089 during 31st International Conference of the Red Cross and Red Crescent on Road Safety
- The Red Cross Red Crescent individual road safety commitment card and guide book.

World First Aid Day, Saturday 14 September 2013

From the very first action of Henry Dunant in Solferino all those years ago until today, first aid has always been the core activity of the Red Cross Red Crescent Movement.

In line with Strategy 2020, the International Federation of Red Cross and Red Crescent Societies (IFRC) is committed to scaling up its first aid programmes to help every National Society around the world be better prepared for disasters but also for daily risks.

To raise public awareness on first aid and injury prevention the key message for the World First Aid Day (WFAD) is:

“We are all more or less vulnerable but we all have the capacity to learn and provide first aid to save a life”.

To reach the maximum of number of people and to try to have a globally coordinated action for WFAD, National Societies voted to address the following themes in 2012 and in subsequent years. (see calendar below).

The theme for WFAD 2013 is First Aid and Road Safety

| YEAR | THEME |
|-------------|---------------------------------------|
| 2012 | First Aid for vulnerable people |
| 2013 | First Aid and Road safety |
| 2014 | First Aid and daily and disaster risk |
| 2015 | First Aid and ageing population |
| 2016 | One First Aid for the Movement |

Road death and injury are also described as a "major public health problem with a broad range of social and economic consequences" by the United Nations. The UN Decade of Action for Road Safety 2011-2020 was officially launched on 11 May 2011. This is the third year of the UN Decade for Road Safety 2011-2020. Emergency response is one of the five pillars of the Decade plan of action and also include safe cars, safe roads, road safety management and road user behaviour. (more info on the UN Decade of Action for Road Safety on: <http://www.who.int/roadsafety/en>)

Article 11 of UN Resolution 64/255 calls on RCRC national Societies to support the efforts of their governments in improving road safety. (Annex 1)

A pledge on road safety was presented for signature by National Societies and their respective governments at the 31st International Conference of the Red Cross and Red Crescent, held in Geneva from 28 November to 1 December 2011. By the end of the conference, 24 National Societies and five governments had signed the pledge, and many National Societies returned home with the intention of working with their governments to secure signatures later (Annex 2).

Key advocacy messages regarding first aid to reduce deaths and injuries on the roads

1. First aid delivered by lay bystanders as the first step in the chain of survival

A high percentage of deaths occur in the first golden hour where first aid skills can play a vital role in saving lives.

2. First aid training for all drivers

A law stating every candidate who seeks a driving license should also be educated in first aid should be promoted. Each driver would have a valid first aid certificate which is renewed every five years.

3. First aid curriculum for drivers

The drivers should have the correct skills and knowledge to effectively carry out first aid techniques. Based on their experience as leading providers of first aid training, the National Red Cross Red Crescent Societies suggest the following topics be included as part of the curriculum:

- Preventative road safety messages

Road safety messages should be communicated alongside the training to include information on how to prevent road crashes and how to deal with the consequences of irresponsible behavior on the road. For example when promoting the use of helmets as an effective and obligatory measure to prevent head trauma, a young motorcyclist can be taught how to move an unconscious motorcyclist into a safe position while awaiting assistance. Other safety measures i.e. seat belt usage, respect for speed limits and not drinking and driving can also be effectively built into a basic programme for road users.

- Protecting the scene to prevent further accidents and minimize the risk to those rendering assistance
- Calling for help - reporting the accident to the emergency services and giving relevant information
- Making an emergency removal from the scene of an injured person - when necessary and if possible
- Assessing the physical state - checking vital signs such as consciousness, circulation, visible bleeding and breathing as well as the psychological needs of those affected
- Responding to the above whilst waiting for the arrival of the emergency services.

While knowledge of first aid alone is effective as a response to a road crash, Red Cross and Red Crescent staff and volunteers can provide a wide range of road crash prevention information on the key risk factors during the delivery of a first aid course. Red Cross and Red Crescent could also use their advocacy skills and presenting opportunities to create awareness among high level politicians and vulnerable groups of road users and thus reduce the number of road crash deaths and injuries.

4. First aid kits

It is recommended that a First Aid Kit and protective items (safety vest, triangle...) are available on every vehicle.

5. Legislation to protect first aiders

There should be some clear regulation and legislation addressing the issue of who is or who is not responsible if when a first-aid provider takes action at the scene of an accident and there is a poor outcome. It can be the fear of impending legal action that can deter the first-aid providers from attempting to help those in need of care.

Theme for 2013 : First Aid and Road Safety

According to the *Global Status Report on Road Safety* published by the World Health Organization in 2013, approximately 1.24 million people worldwide died in 2010 as a result of road traffic injuries. This represents an average of almost 3,400 persons dying each day around the world. In addition to these deaths (one every 30 seconds!), between 20 million and 50 million people globally are estimated to be injured or disabled each year.¹

Without increased efforts and new initiatives, the total number of road traffic deaths worldwide and associated injuries is forecast to rise by some 65% between 2000 and 2020 and in low-income and middle-income countries deaths are expected to increase by as much as 80%.

Many of these deaths and injuries could be avoided if people were trained in basic first aid and were able to provide an appropriate response/ rapid assistance in the case of road accident. First aid is by no means a replacement for emergency services; it is a vital initial step to providing effective and swift action that helps to reduce serious injuries and improve the chances of survival. Taking immediate action and applying the appropriate techniques, while waiting for professional help, can considerably reduce both deaths and injuries and the long term impact.

More than 50 per cent of deaths from traffic accidents occur in the first few minutes after the crash (*data from Buylaert study, 1999*)

While there is regular campaigning to reduce the occurrence of road accidents by regulating speed limits until now, there has been little done to build the confidence and knowledge of the public so that they can help to reduce road death through first aid at the scene of an accident.

According to the World Health Organization, the chain of help begins, with those who are present or who arrive at the scene of a crash first. Lay bystanders can play an important role in various ways including:

- Contacting the emergency services and/or calling for other forms of help
- Helping to put out any fires
- Taking action to secure the scene (e.g. preventing further crashes, preventing harm to rescuers and bystanders, controlling the crowd gathered at the scene).

WFAD could be used as an inexpensive way to promote healthy lifestyles and to save lives by encouraging people to learn first aid skills. The idea is that you do not need to be a doctor or a professional rescuer to save lives: anybody trained with basic first aid skills may help to reduce the number of deaths due to road traffic injuries.

¹ All statistical data are issued from “Global Status Report on Road Safety”, WHO, 2013

Road safety around the world

There is large disparity in road traffic death rates across regions. The risk of dying as a result of a road traffic injury is the highest in the African Region (24.1 per 100 000 population) and the lowest in the European Region (10.3 per 100 000). There is also considerable disparity in rates between countries within the same region.

Africa

The number of deaths resulting from road accidents in Africa is high. Africa has the worst death rate from road crashes considering the level of motorization, according to a report on a road safety workshop held in November 2012 in Addis Ababa, Ethiopia.

Statistics show an estimated 161 deaths per 10,000 vehicles involved in accidents in some African countries.

Road crashes have also been noted as the second leading cause of death among those between the ages of 5 to 44 around the world. It has been identified that 50% of the population in Africa is below the age of 16.

The workshop organized by the United Nations Economic Commission for Africa (UNECA) and the Ethiopian government reported that road accidents claim 1.3 million lives per annum. There is a direct link between road safety improvement and poverty reduction. The workshop drew attention to the fact that a combination of factors i.e. high number of vulnerable road users, poor vehicle condition, under-developed infrastructure, lack of risk awareness, and ineffective enforcement, jeopardized by weak institutional arrangements, place a heavy burden on the continent's youth population and most productive workforce.

From Ghana Business News

Asia – Pacific

- More than half of the world's deaths, due to traffic accidents in 2005, occurred in the Asia Pacific Region
- Roughly half of those deaths (in the Asia Pacific region) occurred in China and India.
- In recent years, the number of vehicles has increased rapidly and so have road traffic accidents in which people have died.
- Developing countries tend to have higher fatality rates than developed countries.
- Vehicles have become safer, however fatalities still increase.
- The higher the number of vehicles per kilometer of road corresponds with a higher number of fatalities.
- Pedestrians and motor-cyclists are among the most vulnerable road users (many are younger people).
- In many countries in the Asia Pacific region, road traffic is two thirds two- and three-wheeler vehicles.

The facts for the Asia Pacific region are provided by the paper Road Safety in Asia and the Pacific, United Nations, ESCAP, 2007.

Americas

USA

Motor vehicle crashes are the leading cause of death among 1-34 year old Americans. According to the U.S. Department of Transportation, the total societal cost of crashes exceeds \$230 billion annually. Contributing to the death toll are alcohol, speed, and various other driver behaviours coupled with the type of vehicle people drive and the condition of the roads on which they travel

From US Department of Transportation.

Latin America:

Traffic accidents kill more people in Latin America than crime and violence –a fact of life widely reported as the region's top concern. The average number of homicides in Latin America – 20 per 100,000 and is lower than the average number of people killed as a result of car accidents each year.

The region's road safety record is the worst in the world, with over 130,000 fatalities and 6 million seriously injured people every year as a result of car crashes.

The worst part is that most of those deaths and injuries impact mostly on the young, especially in the 5-14 age bracket. This is becoming the leading cause of "productive years lost" and a burden for future generations, quoted the World Bank Regional Vice President Pamela Cox

The World Bank, May 2011

Europe

In the European region, road crashes kill 92 492 people annually. This represents a 25% decline in the past three years. The burden from nonfatal injury and disability is large. There are also economic costs. Road traffic injuries are still the leading cause of death among people aged between 5–29. Vulnerable road users such as pedestrians, cyclists and users of two and three wheeled motorized vehicles constitute 43% of the people who die as a result of road traffic injury. Mortality rates differ greatly from country to country. Death from road traffic injuries averages twice as high in low- and middle-income countries compared with high-income countries.

Abstract from European Status Report on Road Safety, WHO, 2013

Middle East

The MENA region is expected to register a growth of 67.5% in road fatalities between 2000 and 2020 whereas S. Asia the rise is expected to be 143.9% in the same period.

Road fatalities in high income countries are expected to fall by 27.8% compared with lower income countries such as those in the MENA and S. Asia region.

Arrive SAFE, September 2012

Plan of activities

Key messages

- Everyone has the potential to learn first aid and save lives.
- Millions of deaths or injuries due to road traffic accidents may be avoided each year if the general public were trained and thus confident to act in an emergency.
- Through the provision of first aid training course, Red Cross and Red Crescent National Societies can help to create awareness of the the key risk factors among drivers and vulnerable road users.

Target population

- Road drivers: car and truck drivers but also professional drivers: bus, taxi, ambulance drivers.
- Road users: pedestrians and cyclists
- Young people: this is the most vulnerable group: 59% of those who are killed in road traffic accidents are between the ages of 15 and 44 years and 77% are male (*WHO report, 2013*).
- Older people
- Children

Expected results:

- Raise the public awareness of the importance of first aid and road safety in reducing deaths as a result of road traffic accidents;
- Increase the number of people trained in first aid worldwide;
- Build the confidence of the general public to act at the scene of a road traffic accident.

Suggested activities

- Short first aid training sessions related to road safety;
- Refresher courses to update first aid skills;
- Promotional activities and communication tools: first aid booth, stands, banners to increase visibility and attract attention;
- Simulated road tracks for children and young cyclists; competitions, games;
- Communication via the media (newspapers, magazines, radio, TV);
- Advertisements in written media, TV and radio spots/public service announcements, posters, brochures;
- Talks / testimonies / Panel discussions with experts and authorities
- Recruitment campaign for first aid volunteers: encourage people to become first aid volunteers
- Pledges: encourage people to give pledges on road safety: it may be done using "Post'it": ask people to write down what action they will be ready to implement to improve safety for road users. Also encourage your national Society to sign the Red Cross Red Crescent Pledge;
- Activities using the "Individual Road Safety Commitment Card" developed by the Global Road Safety Partnership.
This is a 10 point road safety card asking the individual to commit to implementing all ten of these key road safety behaviours. In doing this they are making an individual contribution towards the achievement of the Decade of Action for Road Safety. It is designed in six languages and includes an explanatory booklet (Annex 3).
- Activities developed in partnership with road police and in line with national road safety plans.
- Activities with institutional and private partners to improve road traffic safety e.g. motoring clubs.

BE PARTICIPATORY, BE CREATIVE, TAKE CHALLENGES, WORK WITH PARTNERS

Working together

- Red Cross and Red Crescent volunteers in headquarters and branches;
- **Global Road Safety Partnership:** the GRSP has become the IFRC's reference centre on road safety, to facilitate access by all National Societies to road safety global expertise.
The non-profit Global Road Safety Partnership was formed in 1999 and its members are leading multi- and bi-lateral development agencies, governments, businesses and civil society organisations.
The GRSP creates and supports multi-sector road safety partnerships that are actively engaged in good front-line road practice and road safety interventions in many countries around the world. It also has an advocacy and co-ordination role at a global level and is a recognized source of expertise on road safety knowledge and good practice.
More information on the GRSP on <http://www.grsproadsafety.org>
- **Global First Aid Reference Centre:** the IFRC Global First Aid Reference Centre has developed from the European Reference Centre which was established in 1996, gathering 52 European National Societies together to develop first aid education. At the end of 2012, the European Centre became a global one. This centre of excellence aims to develop first aid training in accordance with the Movement's recommendations and international scientific guidelines. The GFARC will also focus 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.
- All the national organizations and partners involved in road safety in each country.

More information on how to organize activities during World First Aid Day is available. Please contact the Global First Aid Reference Centre: first.aid@ifrc.org

Reports:

Reports from National Societies of their activities on World First Aid Day are essential for the International Federation 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 response. Posted reports can also help National Societies to exchange good practices and ideas.

In order to help us compile the report on World First Aid Day 2013, please complete the attached report form with your feedback and photographs of activities. Please send these to the Global First Aid Reference Centre **before 04th November 2013**.

Please do not forget to send us a message indicating your participation in World First Aid Day 2013 at the following address: first.aid@ifrc.org

World First Aid Day, Saturday 14 September 2013

Report form

Please send this form (with additional pages if necessary) to the Global First Aid Reference Centre at the following address: first.aid@ifrc.org before 04th November 2013.

National Society:

Contact person: (tel. : Email :@.....)

Total number of RC people involved (volunteers and staff):

Total number of branches involved: Total number of branches in country:

Number of participants during the Day:

Major activities and initiatives (*in particular activities/new initiatives with First Aid volunteers*):

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List of partners & sponsors (*include celebrities and officials*):

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Share your experiences and lessons learnt:

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Did you use the theme proposed for WFAD 2013 "First Aid & Road Safety"? Why or why not?

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Suggestions/ideas for future World First Aid Days:

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Please do not forget to send (*):

- Press review (collection of articles, testimonies, radio and TV reports),
- Photos (in jpg format) taken during the Day (activities implemented, public presence...)
- True stories and testimonies about lives saved and lifesaving actions

(*) Please send any material to the following postal address: Global First Aid Reference Centre / French Red Cross – World First Aid Day 2013- 98, rue Didot 75694 Paris Cedex 14 (France)