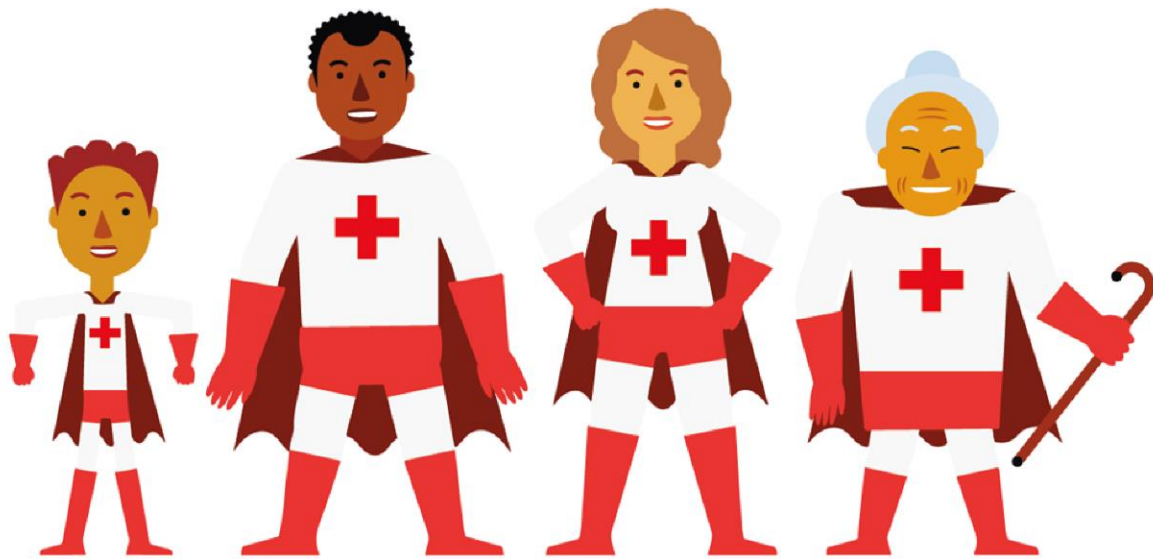


BE A HERO. **SAVE LIVES**



First aid is for everyone,
everywhere

2015 WORLD FIRST AID DAY

GLOBAL ACTIVITY REPORT



International Federation of Red Cross and Red Crescent Societies
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Introduction

IFRC has been the world's leading first aid trainer and provider for more than 100 years. In 2014, more than 15 million people were trained worldwide by National Societies. By aiming to equip many more millions of people with lifesaving skills worldwide, we can ensure, notably through the World First Aid Day, that first aid gains the attention and support it deserves as part of a broader resilience approach.

World First Aid Day (WFAD) is a time to promote first aid as a lifesaving skill around the globe and ensure that a growing number of people and communities, anywhere, are prepared and equipped to save lives when a disaster or an emergency occurs.

In 2015 WFAD was celebrated on Saturday 12 September, with the theme *"first aid and ageing population"*. The aim was to build a positive image of ageing and recognizing older people as an important resource. We believe that older people can be transformed from being cared for into people providing quality integrated care. We are advocating for empowering older people with life-saving skills. Older people trained in first aid means they can take swift and effective action to reduce serious injuries, spot early warning signs for non-communicable diseases such as strokes. Neither cape nor superpowers are needed to be a hero:

"Be a hero. Save lives. First aid is for everyone, everywhere."

As in previous years IFRC provided some support through visual and communication tools to help National Societies promote WFAD. A communication toolkit was available on Fed Net: <https://fednet.ifrc.org/wfad2015> and included:

- key messages
- first aid training for older people resource packs
- web banners
- infographics
- social media tips and guidelines
- My Story – an active first aid tag on the site (<http://ifrc.tumblr.com/tagged/first-aid>) to collect volunteer and beneficiary stories around first aid.

National Societies were also encouraged to report on their activities. We would like to thank the following National Societies:

Albanian Red Cross, Argentine Red Cross, Bangladesh Red Crescent Society, Belize Red Cross Society, Bolivia Red Cross, Brazilian Red Cross, Burundi Red Cross, The Canadian Red Cross Society, Red Cross Society of China, Red Cross Society of China – Hong Kong branch, Colombian Red Cross Society, Czech Red Cross, Fiji Red Cross Society, French Red Cross, Georgia Red Cross Society, German Red Cross, Guatemalan Red Cross, Japanese Red Cross Society, The Republic of Korea National Red Cross, Red Crescent Society of Kyrgyzstan, Lithuanian Red Cross Society, Malagasy Red Cross Society, Malta Red Cross Society, Mexican Red Cross, Mongolian Red Cross Society, Nepal Red Cross Society, Pakistan Red Crescent Society, Paraguayan Red Cross, Peruvian Red Cross, Saint Kitts and Nevis Red Cross Society, Seychelles Red Cross Society, Singapore Red Cross Society, Suriname Red Cross, The Bahamas Red Cross Society, The Sri Lanka Red Cross Society, Timor-Leste Red Cross Society, Turkish Red Crescent Society, Uganda Red Cross Society, Venezuelan Red Cross.



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Media report

Social media coverage of World First Aid Day:

- **2,528 social media mentions** of the Red Cross Red Crescent in connection with first aid between 01 September and 20 October (vs. 1,305 tweets in 2013)
- Most influential contributors: [Nigeria News Desk](#), ICRC, UK MP for Brighton Pavilion [Caroline Lucas](#), Philippine Red Cross, IFRC, British Red Cross, Nigerian newspaper [Leadership Newspaper](#)
- Most popular tweets: [Nigeria News Desk](#) (15 RTs), [Caroline Lucas](#) (31 RTs), [Philippine Red Cross](#) (14 RTs)
- **36,000 people reached** through a bespoke [Facebook post](#) on IFRC Facebook page.

Media:

- 45 media hits

Articles from [Xinhua News](#), [Fiji Sun](#), [Daily Star](#), [Brunei Times](#), [Sky News](#), the [Hindu](#)...

Activity in the regions

AFRICA

BURUNDI

The Burundi Red Cross used 2015 WFAD theme and some of the material provided to organize first aid training courses for older people and members of different associations for senior citizens. Over 3,500 volunteers took part in the activities: first aid training, distribution of prevention leaflets, as well as everydaylife material.

The event was largely promoted through social media especially on the Facebook page of the National Society.

MADAGASCAR



Both volunteers and staff members of the Malagasy Red Cross Society(MRCS) took part in the activities organized for WFAD 2015. To illustrate this year's theme "Age is no bar" volunteers of the MRCS trained in first aid around twenty people from a care center for patients with Alzheimer's disease.

At the end of the day the National Society also registered new volunteers as journalists decided to enroll.



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SEYCHELLES



To celebrate World First Aid Day, the Red Cross Society of Seychelles (RCSS), in collaboration with the Community and Development Department of the Ministry of Community Development, Social Affairs and Sports, organized a one day workshop for the older people from Mahé, Praslin and La Digue.

The workshop was conducted under the theme, “First Aid and the Ageing Population”. 35 senior citizens took part in the training that was facilitated by the RCSS Secretary General, Mrs Colette Servina, among other first aid instructors.

UGANDA



As part of the activities to celebrate World First Aid Day 2015, the Uganda Red Cross Society (URCS) – Kampala West Branch organized a public simulation event based on the scenario of a road traffic crash in the outskirts of Kampala city on Saturday September 12, 2015.

Simulating first aid for road traffic crash was significant because road traffic injuries remain a major problem in Uganda, especially affecting vulnerable road users like children and older people. In addition, the volunteers also raised awareness among by-standers on ways of preventing road traffic crashes emphasizing key topics such as using

helmets and seatbelts, avoiding use of mobile phones while driving and crossing the road, avoiding driving under influence of alcohol and many other strategies.



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AMERICAS

ARGENTINA

Argentina made its own first aid campaign using the following documents.



BAHAMAS



The Bahamas Red Cross Society organized a simulation on a beach, involving 35 volunteers and 4 staff members. Using the theme and the provided materials, 70 people received trainings. Several partners and sponsors collaborated.

The event received many comments on social media and 10 new volunteers joined the organization.



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BELIZE

Eight branches, including headquarters, of the Belize Red Cross, with 30 volunteers and 13 staff members, were involved in World First Aid Day. 31 people received trainings. The Belize Red Cross promoted the event by giving technical demonstrations, talking about the benefits of learning first aid and CPR (Cardio-Pulmonary Resuscitation) or downloading the FA App, on different media and reached up to 68% of the total population of the country. After the shows aired, the National Society (at the branch and headquarters level) received several expressions of interest in volunteering and in receiving the training.

BOLIVIA



Over 350 volunteers and 35 staff members in five branches of the Bolivian Red Cross participated in World First Aid Day.

With a high participation of both internal and external participants, approximately 3,000 people received training. Their Facebook page received more than 6,400 visitors and 321 likes.

BRAZIL



Seven branches of the Brazilian Red Cross participated in WFAD with 58 volunteers. Over 680 persons received first aid training. One of the branches received the invitation to participate in the opening of a training center for young people. 9 volunteers conducted several activities and 200 people attended.

CANADA

The Canadian Red Cross shared messaging on social media in support of World First Aid Day, specifically encouraging people to download the First Aid App, and using the message that first aid is for everyone, including older generations. 26,949 people reached Facebook with 488 likes and 189 shares. Twitter received 74 retweets and 19,191 impressions.



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COLOMBIA



The Colombian Red Cross took advantage of World First Aid Day to launch its First Aid App. Dr Francisco Moreno Carrillo, the Director of Health, said: "We always face situations that require immediate attention. This new application will be a training space for millions of Colombians who are not familiar with first aid yet." The app has been developed in the framework of the Universal First Aid App program led by the Global Disaster Preparedness Center in collaboration with the Global First Aid Reference Centre.

GUATEMALA

Eighteen branches of the Guatemalan Red Cross actively participated in WFAD. 65 people received basic first aid training and more than 100 received information about the importance of acquiring first aid knowledge. The event received promotion through very popular national TV programs, press releases, radio and social networks. Facebook gained 30 new likes and the increase of new followers on Twitter went up to 1,000.



MEXICO



WFAD was widely celebrated this year all around the country in Mexico: 24 branches organized different activities, involving around 2,000 volunteers and reaching almost 15,000 people: CPR and first aid training courses, information booths, conferences and talks about the importance of first aid, distribution of leaflets. In Mexico City, a group of 50 young volunteers installed three stands in "Paseo de la Reforma". One to inform people, one to give CPR training and another, called "Check your life", demonstrating how to check vital

signs. WFAD in Mexico received big media coverage and on that day, the Prime Minister announced that the Red Cross would offer free first aid classes every Sunday.



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PARAGUAY



Paraguayan Red Cross proposed first aid trainings for children during WFAD 2015.

PERU



During WFAD the Peruvian Red Cross used both the provided theme and materials from the tool kit and their own theme. Four branches were involved with 50 volunteers and staff members. As the result of the activities 60 people received first aid trainings.

SAINT KITTS AND NEVIS

The St Kitts branch promoted the First Aid App before and after a football match, giving information to the spectators on how to download it. In the Nevis branch, the volunteers performed first aid trainings during a triathlon. With 20 volunteers involved, WFAD in Saint Kitts and Nevis resulted in 2 partnerships and 15 potential new volunteers.

SURINAME

With 10 people of the Suriname Red Cross, 5 volunteers and 5 staff members, 100 people were trained in first aid on 12 September 2015. The engagement was high and the event received coverage from one of the biggest TV channels and was also sponsored by two different partners.



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VENEZUELA



Eight branches of the Venezuelan Red Cross participated in WFAD involving approximately 350 volunteers and staff members.

In supermarkets, squares or parks 1,500 people received training across the country. During that day, the Red Cross in Venezuela worked hand in hand with other organizations like firemen. Many activities were held on 12 September, such as pre-hospitalisation care, CPR and bleeding. The event received big media coverage through TV, radio, social media on internet and printed media.

ASIA-PACIFIC

BANGLADESH

Headquarter staff members as well as volunteers of 68 local branches of the Bangladesh Red Crescent Society took part in activities organized during WFAD. More than 2,000 volunteers were involved in discussions on first aid, street dramas, a first aid competition, a rally and road shows. In the end approximately 2,500 people received first aid trainings or informative messages.

CHINA



The Red Cross Society of China celebrated WFAD 2015 using the recommended theme especially through delivering first aid training for older people provided by volunteers in different places across the country: 32 branches took part in the event involving approximately 10,000 staff members and volunteers. Activities also involved emergency exercises and health and safety lectures for older people. A total of 1.2 million people were reached by first aid courses or messages.

FIJI



As WFAD 2015 theme focused on ageing population and the importance of applying first aid to this key vulnerable group, Fiji Red Cross Society designed a program of activities to ensure that it met the needs of the participants. Hence, as part of the celebration, Skill Stations were conducted by the National Fire Authority and the Fiji Police Force focusing on First Aid, Health & Care, Disaster and Youth departments.



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HONG KONG

As every year, Hong Kong Red Cross was very active during WFAD and lots of events were organized. The National Society used the theme to create their own tools: such as banners, posters but also polo shirts or badges to award participants as “First Aid Ambassadors”.



Activities started well before WFAD as six first aid training courses were held between May and July in 12 older people centres or institutions. The newly trained 135 people organized first aid promotional activities in six different districts to promote the significance of first aid, to encourage older people to learn first aid and join the first aid ambassador program to promote first aid in their communities and approached more than 8,000 people between July and August 2015. On 12 September they were eventually awarded the title of First Aid and AED Ambassadors. Additionally, first aid booths and CPR demonstrations were visited by around 2,000 people on 12 September 2015. By the end of these events around 10,000 people were trained in first aid and/or received educational information on first aid.



JAPAN



The Japanese Red Cross Society organized first aid training sessions in various locations (shopping centres, sport facilities...), focusing on different topics (basic first aid; CPR/AED training; disaster preparedness) and targeting different audiences: older people.. but also (very) young nurses..



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REPUBLIC OF KOREA



WFAD is celebrated every year by the Korean Red Cross that is very creative and organized a great variety of activities.

First, the Korean Red Cross focused on the main theme 'First Aid and ageing population'. Volunteers of the National Society visited 878 older people living in nursing homes and senior welfare centres in September. The objective was the spreading of first aid knowledge, teaching how to perform CPR, how to use an AED and stretching exercises to prevent falls or fracture. 4,000 books entitled 'First aid for elderly' were largely distributed.

A second round of activities took place in Jeollabukdo and Gyeonggido chapters. They consisted in disaster readiness campaigns for children. The campaign was carried out in partnerships with the "K-League", the Korea Professional Football League. Three hours before football games started promotion videos were broadcasted on scoreboards. Information booths were also set up at the entrance of the stadium: how to deliver CPR & AED (First Aid), how to put a life jacket on (Water Safety), how to react in case of disaster (Disaster Relief) and how to wash hands (Community Health). The Korean Red Cross also provided mobile first aid kits that can be used at home by all participants, which became a catalyst that brought active participation and interest of football fans.

Finally, all 14 branches performed a celebration in densely crowded places like trail entrances, parks, auditoriums and subway stations across the country on 12 September. The National Society also made great use of the tools provided by the IFRC translating banners into the Korean language and also producing tee-shirts.

MONGOLIA



The Mongolian Red Cross Society conducted a day event in National Green Park, the biggest park in Ulaanbaatar, to promote first aid for lay public. Youth members did flash mobs for first aid and volunteers provided first aid information to the public in the park. There were also live interviews on WFAD on TVs and radio channels in Ulaanbaatar and provinces.

Local branches had different types of activities in their settings including school based training and promotion of first aid, public awareness campaigns on road safety and injuries, volunteer gathering for first aid knowledge and experience sharing. CBHFA volunteers provided first aid information during household visits to their beneficiaries.

NEPAL



Nepal Red Cross Society (NRCS) celebrated World First Aid Day-2015 through various activities all over the country at central and district levels. Activities consisted of first aid demonstrations, first aid training to senior citizens, interviews with journalists, a first aid competition, a programme called "Learn First Aid in fifteen minutes", a rally, a ceremony to reward first aid volunteers and trainers and a mass meeting. NRCS believes that WFAD can play a vital role in raising awareness among the population about the importance of first aid and in disseminating the activities of NRCS.



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PAKISTAN



“First Aid Program is very important in our lives. It is not a medical subject but life saving techniques and everybody regardless of age should be trained in first aid”, said Maj (R) Sabir Muhammad Sabir Durrani while addressing First Aid Day Ceremony of Pakistan Red Crescent Society (PRCS) Balochistan.

Altogether more than 500 staff members and volunteers from six provincial branches and national headquarters of the PRCS took part in the activities to celebrate WFAD 2015: a first aid orientation session was organized for a team of local media and journalists: first aid training courses were also delivered in local newspaper offices and associations. Free first aid tee-shirts, cups, bags were distributed and participants were awarded with a certificate. Seminars on ageing population were also held as well as street demonstrations, first aid quiz or distribution of preventive messages at traffic lights. Eventually 200 new volunteers signed up to join PRCS.

SINGAPORE



WFAD was celebrated by Singapore Red Cross Society through a large variety of activities and targeting different audiences:

A **first aid skit** for primary students highlighted the importance of learning first aid and that no one is too young to learn. This skit will be rolled out next year to all primary schools in Singapore.

The **DARE Programme** (Dispatcher Assisted first REsponder) was introduced in partnership with Singapore General Hospital. This programme aims to train and encourage the

community, including the young, to perform CPR when the need arises and possibly reduce the number of deaths from the 1,800 out-of-hospital cardiac arrests that occur each year. Other activities included: introduction to the Healthy Lifestyle Programme in partnership with Health Promotion Board; distribution of first aid kits to 100 older people; exhibition and games in relation with first aid.



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SRI LANKA



All the 25 branches of the Sri Lanka Red Cross Society (SLRCS) were involved in celebrating WFAD, including almost 300 volunteers or staff members. SLRCS used the theme as well as some of the tools provided. Activities consist in 24 first aid awareness programmes, 62 new first aid instructors were also awarded during an official ceremony; first aid demonstrations were carried out in various older people care centres.

TIMOR-LESTE



WFAD was celebrated not only in Dili, the capital city, but also in 11 branches. An organizing committee made up of volunteers was set up to prepare the activities: a ceremony with volunteers, partners and traffic police representatives took place, first aid demonstrations were performed, importance of first aid in daily life, road injuries or disaster preparedness was stressed. Thanks to a partnership with the Timor Telecom Company 100,000 people in Dili received a SMS such as 'TOGETHER WITH CRUZ VERMELHA DE TIMOR LESTE, LEARN FIRST AID TO SAVE LIVES'.

EUROPE

ALBANIA



Albanian Red Cross (ARC) produced a big banner using the template provided and displayed it in the biggest squares of main towns in Albania. Around 1,200 volunteers of the ARC were involved by visiting home care centres for older people, disseminating basic first aid messages or performing first aid demonstrations.



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Brochures and information leaflets were also distributed in the streets and 200 volunteers took part in a bicycle tour in the 10 Red Cross main branches.

CZECH RED CROSS

More than 400 volunteers of the Czech Red Cross (CRC) delivered first aid training, demonstrated first aid techniques or injury prevention, how to measure blood pressure or glycaemia, how to use a first aid kit and an AED, promoted blood donation, or presented the activities of the CRC during WFAD 2015.

Other members of the Integrated Rescue System of the Czech Republic – i.e. firemen, rescue forces, police, the army and emergency teams - also demonstrated how they collaborate in case of emergency.

FRANCE

Approximately 1,000 volunteers from 96 different branches of the French Red Cross participated in WFAD in 2015. The activities consisted in offering a large variety of short first aid trainings: CPR training, introduction to risk reduction, first aid in daily life emergencies and first aid for older people. In the end more than 3,100 people were trained.

GEORGIA



On 12 September 2015 staff members and volunteers of the Georgia Red Cross Society (GRCS) celebrated World First Aid Day. First Aid trainings for older people and first aid demonstrations in various places were organized, informational-educational materials were distributed in Tbilisi and 7 branches of the GRCS.

The common theme “First Aid and ageing population” was used to increase first aid knowledge and skills and to strengthen the place of older people in social activities. Additional information about first aid

and other GRCS activities were also delivered to the public. WFAD activities highlighted on the GRCS official website and on Facebook. A first aid competition was broadcasted by regional television channel “DIA”.

As a result of the FA activities 14 new volunteers were registered and expressed willingness to be actively involved in the GRCS activities.

GERMANY

Approximately 200 branches of the German Red Cross were involved in WFAD celebrations. Many activities were organized at local level. At national level, presentations of first aid techniques as well as first aid trainings were delivered at the “citizen’s party” of the Federal President of Germany.

KYRGYZSTAN



WFAD 2015 was celebrated by the National Red Crescent Society of the Kyrgyz Republic (RCSK) using the defined theme. In order to support older people, staff members and volunteers invited the beneficiaries of the older people care project to attend a first aid training. The training was tailored to the real needs of the older people and specific information was delivered accordingly. As a continuation of this event the National Society conducted a number of activities all around the country. A wide informational



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campaign took place on 12 September in the city centre of Bishkek. In the framework of the campaign the volunteers produced a short documentary on awareness of the city population towards first aid issues. Partnerships with external organizations and especially those involved in caring for older people were developed. Information relative to all activities were available on social media: Facebook, Twitter and Instagram. An event that was created on Facebook collected more than 100 new followers to the RCSK page. According to the number of actual visitors of our website, thanks to “shares” and “likes” RCSK managed to inform more than 200 people about first aid issues. It also helped the National Society to promote their first aid courses and find new participants for their first aid commercial trainings.

LITHUANIA



Around 200 staff members and volunteers of the Lithuanian Red Cross participated in WFAD 2015. First aid training was delivered in different locations in the main cities (squares, streets and the local committee of the Red Cross), targeting different audiences: older people, community members, sport club members with disabilities and primary school pupils, in partnership with police officers and ambulance drivers. In the end around 2,450 people received educational information on first aid.

MALTA

In Malta WFAD was mainly celebrated through media and social media. Volunteers and staff members were invited to explain the importance of first aid on TV or radio. Journalists also visited the training centre of the Malta Red Cross Society. Facebook was also heavily used to send messages and information related to first aid.

TURKEY



WFAD was also celebrated in Turkey. First aid training sessions took place in older people care centres. Volunteers also spread information and prevention messages.

Social media registered great activity: 1.6 million followers on Twitter and 100,000 Likes on Facebook. Videos were watched by 33,000 people.

Thank you to all the volunteers and staff members of the National Societies for your involvement and participation in World First Aid Day 2015. Let's now plan WFAD 2016:

“First aid by and for children”



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