

OSS



WFAD REPORT

2017

THEME: DOMESTIC ACCIDENTS

WFAD REPORT

2017

Introduction and backgrounds

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.

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.

IFRC has been the world's leading first aid trainer and provider for more than 100 years. In 2015, **more than 14 million people** were trained worldwide by 77 National Societies.

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

We have an opportunity to leverage our skills, knowledge and expertise to change the way the world thinks of first aid and reposition ourselves as the leader in the field. So this is a time to promote first aid knowledge and skills around the globe, but also to [kick start a long-term vision](#) to bring about the change we know is needed to enhance, expand and improve first aid training worldwide as an act of humanitarian empowerment and as a key component of a wider resilience approach.

World First Aid Day (WFAD) 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 try to change the way the world thinks about first aid. The Global First Aid Reference Centre (GFARC) is in charge to coordinate this event and provide resources for National Societies (NS).

NUMBERS

37 detailed reports

46 reports

50 National Societies
participated

4 414 515 people
reached

1 120 branches
involved

90% NS used the
theme

CONTENTS

Introduction and backgrounds.....	1
Acknowledgements.....	2
2017 Theme: Domestic accidents.....	3
Key messages for this year.....	4
Communication package provided.....	4
Media report	5
Reports.....	6
Africa	6
Americas	8
Asia-Pacific.....	9
Europe.....	15
Middle East and North Africa	19
Conclusion.....	21
Annexes	21

Acknowledgements

All the contents is produced or belongs to National Societies and IFRC/GFARC. If you are interested in some materials or ideas that you read in this report, please feel free to contact Salomé Boucif at GFARC : salome.boucif@croix-rouge.fr.

All the numbers provided are based on the reports that we have received.

As an International Movement, we try to translate all the material into Arabic, French, English and Spanish to target the largest number of people in the world, so we wish to give **a special thank** to our volunteer translators for their precious help, as well as the **CREMYAP** for Spanish.

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**.

We would like **to thank particularly** : Chad Red Cross, Kenyan Red Cross, Seychelles Red Cross, South Africa Red Cross, Uganda Red Cross, Zimbabwe Red Cross, Argentina Red Cross, Ecuadoran Red Cross, Guatemalan Red Cross, Mexican Red Cross, Albania Red Cross, Austria Red Cross, Belgium Red Cross, Bulgarian Red Cross, French Red Cross, Georgian, Montenegrin Red Cross, Netherlands Red Cross, Norway Red Cross, Serbia Red Cross, Spanish Red Cross, Swedish Red Cross, Swiss Red Cross Samaritans, Tajikistan Red Crescent, Turkish Red Crescent,

British Red Cross, Uzbekistan Red Crescent, United Arab Emirates Red Crescent, Lybia Red Crescent, Bahrein Red Crescent, Yemen Red Crescent, Australian Red Cross, Bangladesh Red Crescent, Chinese Red Cross, China Hong Kong section Red Cross, Fijis Red Cross, Japan Red Cross, Kiribati Red Cross, Korean Red Cross, Nepalese Red Cross, New-Zealand Red Cross, Pakistan Red Cross, Philippines Red Cross, Singapore Red Cross, Taiwanese Red Cross, Thaiandese Red Cross.

2017 Theme: Domestic accidents

Sometimes also called **home injuries**, they are defined as the whole of unintentional traumatism, excluding road and work accidents. They are an unplanned, unexpected, and undersigned (not purposefully caused) event which occurs suddenly and cause injury or loss.

Accidents are **the main cause of injury and even death** as regards **children** population.

Thinking about accidents, people are used to relating to traffic accident or accidents in outdoor activities. However, as a matter of fact, the place people see as the safest place: home, hides many "hazards". The main cause of home injuries is **general negligence** of safety.

Reducing domestic accident is a thematic that can be easily linked to point 2 of Strategy 2020: Enable healthy and safe living.

Examples of dangers and injuries at home

Room	Dangers due to	Injuries
Kitchen	<ul style="list-style-type: none"> - Fire - Gas - Cleaning products/food - Dishes/knives 	<ul style="list-style-type: none"> - Burn - Poisoning - Wound, severe bleeding
Bathroom	<ul style="list-style-type: none"> - Water/electricity 	<ul style="list-style-type: none"> - Cardiac arrest - Unconsciousness
Bedroom	<ul style="list-style-type: none"> - Carpet - Medicine 	<ul style="list-style-type: none"> - Fracture - Drug intoxication
Living room	<ul style="list-style-type: none"> - Carpet - Nuts 	<ul style="list-style-type: none"> - Fracture - Choking
Floor(s)	<ul style="list-style-type: none"> - Stairs 	<ul style="list-style-type: none"> - Fracture - Spinal injury
Garden Garage	<ul style="list-style-type: none"> - Barbecue - Dishes/knives/tools - Pets and insects 	<ul style="list-style-type: none"> - Burn - Wound, severe bleeding - Bite and sting

The causes of these accidents may be multifarious. Some are due to a lack of attention, carelessness, a lack of awareness and/or failure to comply with safety standards, or to the presence of dangerous devices or chemical substances at home but others, and perhaps the vast majority, are the result of **the lack of an appropriate safety and prevention culture**.

Key messages for this year

- Careless attitudes can transform the home into death traps. The rates at which domestic accidents happen and the costs of such occurrences have generated great concerns.
- Knowing better the dangers of the household is the first step in reducing risks and avoiding injuries.
- There is more death caused by domestic injury than road accidents and it affects most vulnerable population as children, aged people and disabled people.
- Yet despite the scale and severity of the problem, accidents are still too often discussed with a shrug of the shoulders. There is a pervasive belief amongst some people that accidents are somehow inevitable and that they can't be stopped.
- Circumstances and consequences of domestic accidents are diverse and heterogenic. However these injuries have similar causes that could be avoid and even if aged people and children are more vulnerable, all the age and gender are concerned.
- **IT CAN HAPPEN TO EVERYONE:** clean a window and fall, gas leak and poisoning, fire and burn. Home injury is caused by a punctual and external factor, it's not related to health state.
- "Alarmingly, drowning is among the 10 leading causes of death of children and young people in every region of the world, with children aged under 5 years disproportionately at risk."¹ Highlight drowning as an important public health issue with major impacts on children.

Communication package provided

GFARC produced some tools related to the theme. NSs really appreciated the content and could traduce in their language but for the next years it would be good to have it almost 4 months before September. The majority of NS used the theme and the material provided. We send the following:

- Concept note to explain to the responsible of WFAD the context, definitions, have some statistics and remember the objectives
- A map of the house and pictograms to put in it to identify the risks (paper, to print, with a pedagogical leaflet)
- Test: Measuring your mobility and habits to evaluate the risk in your life, do you live dangerously? (with a pedagogical leaflet)
- Top 10 of good practices at home for all the family (poster)
- Case Studies, stories: Some NS (New-Zealand, Taiwan, UK, Tadjikistan) provided case study but it was disseminate only in English due to a lack of translators.
- Social media tips : pool, example of sample tweet
- Key messages example sheet for social media pages

¹ Global report on drowning, World Health Organization
http://www.who.int/violence_injury_prevention/global_report_drowning/Final_report_full_web.pdf

Website: Unfortunately, a website page for the event was announced in the concept note and also in the social media tips page but it was decided to not create it. It's a pity because it was really useful for NS and also for IFRC to evaluate the impact and the communication.

The pedagogical leaflets were very useful, especially for the table of accident classified by place and the first aid gesture.

Media report

To know more, please consult annexes: dissemination plan of IFRC + Datas of WFAD 2017

Generally, we can highlighted the fact that external communication was used in link to people experiences on first aid and general public is invited to participated to the experience voting or share a story. It's a relevant means used within the Movement.

One week before, a communication plan on social network (facebook, Instagram, linkeddin, twitter and website) was released by IFRC and also on the [facebook page](#) of the Global First Aid Reference Centre. [The MOOC](#), as well as other videos from NS regarding FA for adults and children were promoted through these networks in order to encourage people to join our first aid community.

A pool, related to the test provided by GFARC was created to ask people if they know what to do in case of accident occluded at home and people were invited to answer on Twitter or facebook.

Examples :

Ready for #FirstAidDay? Find out how to avoid common dangers at home.

#Poll: How frequently do you use candles at home?

Choice 1: Once in a while

Choice 2: Very often

Choice 3: Never

Twitt or facebook post : *Would you know how to help someone who's bleeding heavily? Get #FirstAid trained today!* [Link to MOOC on FA for adults] #FirstAidDay [add first aid video]

WFAD was released all over the world in press, radio, television as well as social networks. The **Princess Charlene de Monaco** was present in South Africa for this Special day, to promote especially actions in water safety, floods that can occur at home.

In **China**, FA completion were released on TV. **British Red Cross** lead a huge campaign with the [#LearnAndShare](#) for this day, and it was relayed by a lot of medias as *Channel's 4*.

In **Taiwan**, WFAD were released by [press](#), newspapers online, government and radio between 1st and 15 September.

The Nepalese media group were involved Newspapers like *Himalayan Times* , *Kathmandu post* , *Nagarik Dainik* and many online news channels have covered the World First Aid Day news and articles.

In **Zimbabwe**, The event was covered in the *H- Metro newspaper* with an estimated readership of about 80000 people.

In **Guatemala**, the event was covered by 17 national medias : [Chapin TV](#), [Prensa Libre](#), [GuateNews](#)

In Serbia, a really important covering was done by *Radio Television Serbia, Happy TV, Pink TV, B92*.

In **Montenegro** the event was very important for type of medias : [press](#), [radio](#), [tele](#), [social networks](#) etc. The National Coordinator was guest on national television and was involved in drawing a prize in one prize game

In **France**, more than 60 Medias relayed the event.

In **Philippines**, the activity was covered by all types of [medias](#) : Radio interview, Official Fan Page for 1 Bataan-media coverage, RNB 96.9 provincial radio station covers 12 municipalities, The activity was published in *Mountain Province Exponent, Baguio Midland Courier and Cordillera Express* in which the article was wrote by Ma'am Juliet Saley from PIA who is also a member of BOD. The activity was posted at *Manila Inquirer Board Sheet*.

In **Yemen**, the event was covered by a lot of media as [Maacom](#), and others local medias.

In **Pakistan**, [BBC](#) relayed the event for Urdu Province.

Radio Bahrain was a main media used during WFAD: a meeting with the coordinator for young people and trainers. *El Watan Newspaper* welcomed also information and advertising on First aid: Details of the training program for young people were published

Reports



Africa

CHAD

A big event took place with thousands of people who were trained on basic FA, officials and journalists were also presents.

KENYA

KRC Team lead a lot of activities throughout the country as First Aid Training for general public, National First Aid Competition for Red Cross Action Teams, Universities, Colleges, Secondary schools, primary schools, companies and individual categories. They also worked with universities and school.

SEYCHELLES

For WFAD, the NS organized a training “First Aid For Babies and Children for 11 parents”, as well as a First Aid Competition. Therefore, a First Aid TV Spots were released on local media.

SOUTH AFRICA

The Princess Charlene de Monaco was in South Africa for the event. It was released by **Gemsbok newspaper in NC, Radio Riverside in NC**. Volunteers and staff were given a refresher First Aid session, this was done before they went out to do First Aid presentations in the communities and schools, they conducted Red Cross dissemination and did First Aid demonstrations to parents and staff for seven (7) crèches in the Eastern Cape as well as KZN Provinces. During WFAD, volunteers and staff members were out in number informing people in the communities about first aid and giving them basic information on what can be done in an emergency or life threatening situation.



Schools and public areas were visited for the sessions that were offered for free this was done in the spirit of humanity. Volunteers also did door to door campaigns where they were doing Basic First Aid to local communities, most people in our local communities have never been exposed to such information or have wrong and out dated information regarding Basic First Aid. Northern Cape also engaged with relevant stakeholders to raise awareness on rising trends of heart attack related deaths in the community and need to train departments and organizations on emergencies, first aid and CPR.

ZIMBABWE

400 people were reached through actual training, first aid talks and **first aid competitions** which were used as a countdown to the World First Aid Day. We had the ZRCS National First Aid Competition final in which 20 first teams participated. The teams were drawn from the mining sector, industrial sector, ZRCS provinces and Zimbabwe Republic Police. The first aid competition final was preceded by preliminary Regional competitions for the southern and northern regions, which we used as part of the count down to the WFAD. Top ten teams from each region then met in the final on World First Aid Day, 9 September 2017, in Harare. There were speeches from the guest of honour from the Traffic Safety Council of Zimbabwe, the ZRCS president, Mr. Edson Mlambo and Secretary General, Mr Maxwell Phiri.

Americas

ARGENTINA



The Argentine Red Cross involved all its branches for WFAD. Around **15 000 people** were reached directly or indirectly through all the country. Various activities were organized: trainings in educational centres, campaigns to raise public awareness in the public area, campaign in social networks and media. A tool was developed by the theme with attractive flyers associated to the game: the **detective threats** with the posters on a special FA issue for example burns: what are the risks? What to do in case of? The general idea was to build an “insecured home” aiming at make people aware of the dangers at home and contribute to the prevention in their own house. The purpose was to build the different places/atmosphere of the spaces of the house, doing the “insecured” scene.

With the help of the leaflet instructions and a pencil, they have to note (as detectives) the threats found and they check the settings of the house. They elaborated an “insecure home” in carton box that people can cut. Then, they participate to a discussion which focused on the different dangers and they focus on how to prevent it. To the end, they provide a check list and pictures in order to them see if their home are safe.

ECUADOR (CREMYAP)

The Regional Reference Centre in Emergency Medicine and Pre-hospital Care, The Higher Technology superior Ecuadorian Institute and the National Society of Ecuador worked closely together to develop activities through WFAD. Previously to the event, an online competition were organized “**My Safe Home**” in which 60 families participated. They had to send a short video, making an auto evaluation of their home with the card design for that, and then a drawing lots decided the winner (they received a free FA course/FA Manual). A visit “**open house**” was also conducted by volunteers and staff to evaluate the potential dangers at home. **101.887** persons were



watching the live of the evaluation of the home the event this day through social networks. In some other open house in the neighborhood “la manzana C” (Quito), FA trainings and Prevention were conducted at community level.

GUATEMALA



A global campaign was created by Guatemalan RC and more than 30 staffs and volunteers were involved. 2 stands were hold by members of GRC to train around 100 people between 4 and 65 years in Pasos y Pedales de zona 2 Avenida Simeón Cañas and Pasos y Pedales of zona 13 Avenida las Américas in Guatemala Ciudad. This involved a lot of families in the workshop and demonstration on different themes: Cardiac arrest, shock, faint, wounds, burns, bleeding... **Personal equipment** was provided to all the participants, which was more comfortable for them and privileged concentration.

Therefore, the Integral Training Institute of GRC was present with teachers and children, accompanied by emergencies services of GRC. Other communications tools were developed as: **commemorative t-shirts**, social network promotion, demonstration on the stand in the public place.

MEXICO

The NS organized training in the whole country, linked with “health week” and heart day: debates, conferences, demonstrations... The targeted public was principally schools and universities. More than 3100 people were trained during these days.

Asia-Pacific

AUSTRALIA

ARC used a campaign focused on people experiences related First Aid.

BANGLADESH

Workshop for RCY volunteers mothers on domestic accident and discussion with the volunteers. High officials were present during the event.



CHINA

In China, 4,8 million people were trained or received educational information regarding basic FA. Staff and volunteers were highly involved throughout the country and medias, partners Hospitals, Emergency Center, Health administrative departments, Primary and middle schools, Universities, Education administrative departments, Enterprise and community and organization were fairly engaged as they shared the activities. **Local First Aid Competitions** were hosted by Local Red Cross Branches and The Fourth National Red Cross First Aid Competition (released on TV), hosted by the Red Cross Society of China. Otherwise, a lot of local branches organized First aid training, Emergency Exercise, health and safety lecture for Family and Community, for this special day. They publicized “World First Aid Day Activities” and spread first aid knowledge through **WeChat and QQ (Chinese social media)** during the World First Aid Day. It enabled to create a new partnership with Anhui TV station.

CHINA – HONG KONG BRANCH

With the theme of “Domestic Accidents”, first aid knowledge and home safety were promoted to the domestic households and public through a “**First-aid Roving Carnival**”. Theme booths included live demonstration of first aid skills (ACPR, AED & simple bandaging), first aid and home safety games, health check activities, promotion of First Aid App and free photo printing service were set up for public involvement and interaction. Promotion leaflet and useful information for daily encountering in emergency were also distributed to the participants.

FIJIS

Media coverage was done by local media partners like **Fiji Times / Fiji Sun** etc. On the 09th September 2017 Fiji Red Cross Society celebrated World First Aid Day at Lovu Hart House – Lautoka with the Theme “Domestic Accidents”. The World First Aid Day Committee select the community focusing toward our theme as most of the people staying at the Hart house are victims of Domestic Accidents and also it has a mixture off all different denomination. FRCS together with other stakeholder like National Fire Authority, Fiji Police Force, Save the Children etc. were present on the day and had carried out presentations and demonstration on the safety and security of the people regardless the age & gender. FRCS has a display from all the department and also conducted **People Saver program** to the kids and provide them with basic necessary skills to use during the time of emergency and act confidently. Total of 91 kids attended the program and are now entitle of a people saver certificate (42 males and 49 female participants age group starting from 4 years to 17years old). Fiji Police Force presented on the Safety of children at home and also reminded the parents their role and also on child abuse. National Fire Authority had a smoke house setup and presented on the fire safety. Save the Children Fiji presented on they role in the community and also a fitness session to fight against NCD by conducting a session on Zumba where our chief guest with the judges.

JAPAN

Branches of JRCS held events (workshops, competition etc.) about First Aid by themselves or implemented the exhibition in some external event. HQs participated in the event of “The Day of First Aid” held by Ministry of Health and held the workshop of Basic Life Support for attendance. In some malls, Muppets on first aid and icons were present for kids.

KIRIBATI

A case study was available on the [IFRC Website](#).

RED CROSS SOCIETY OF DEMOCRATIC PEOPLES’ REPUBLIC OF KOREA



One of WFAD 2017 activities was the first aid competition of schoolchildren around this year’s theme ‘domestic accidents’. A big event of FA competition of schoolchildren aged from 14 to 17 took place on 11th September 2017 in Pyongyang. A total of 250 schoolchildren including teachers participated in this exciting competition. To meet taste and sentiment of the children, **FA competition** was conducted in combination with sport games. In the wake of the FA competition, art performance of RC youth members took place delivering FA and health messages through songs, poems and dialogue.

The main topics for competition were quiz about risks at home, FA skills, burns, bleeding, CPR, recovery position and call for help and transport of patient. Every schoolboy and girl fully demonstrated their FA knowledge and skills with passion and enthusiasm. And by doing so, they updated their FA skills and had more confidence to serve FA in any emergencies. This specific event was widely covered by mass media including central TV, main newspaper and radio and thus reached wider population to recognize the importance of FA, particularly at home environment.

NEPAL

More than 700 staff and volunteers were involved to make this day special and wonderful. The WFAD was conducted in Sunsari district of Nepal as a National level ceremony was held in Dharan, Sunsari with the participation of NRCS Chairman, NRCS central management team with higher official, different stakeholders, PNS and RC volunteers. National ceremony comprised of a traditional show (Jhaki) during the rally



throughout the city. In the closing ceremony best trainers and volunteers were honored with the trophy and the certificate. NRCS also simulated different cases to increase awareness of the possible dangers people can face in their domestic environment, as well as during the simulation conducted, the simple steps that people can take to handle such daily emergency situations have been elaborated. Thus, the programs successfully delivered message of “First Aid and Domestic Accidents”. A lot of press media were covering the ceremony. On this occasion, NRCS simulate different cases to increase awareness of the possible dangers people can face in their domestic environment, as well as during the simulation the simple steps that people can take to handle such daily emergency situations have been elaborated.

NEW-ZEALAND

The NS produced a serie of video related to CBHFA for the campaign “**Good and ready**”.

PAKISTAN

They have 7 Provincial Chapters and 91 district branches where we are running our First Aid Program with the support of our partner. Every year, NHQ along with Provincial & district chapters celebrate WFAD, to increase the sensitization of the program and to recognize the services of First Aid employees. PRCS First Aid Program is running in 7 x Provincial chapters and 91 x district branches and the target audience for this is educational institutions where our FA officers conduct Basic FA training comprising of 2 x days (10 hours). These trained students are than enrolled as volunteers for PRCS and a kiosk/FA Post s set up within the school premises. PRCS helps the school management in establishing this post by donating FA Box and providing training free of cost. It is than up to School's management to maintain and run that kiosk. This year, until August a total of **69111 students have been trained in Basic FA**, out of which 46346 are male students & 22765 are females students and total number of trainings are 2883. During WFAD activities, we held FA quiz competitions, art competitions in these schools. The main focus was towards First Aid and Domestic accidents as to go with this year's theme. FA staff and officers were also awarded shield and peer to peer exchange visits to acknowledge their hard work.

Best First Aid District Officers (DFAT) at 91 districts of Pakistan are awarded shield and will be sent for a peer to peer exchange visit for experience sharing in one of the Province of Pakistan. The criterion was made mutually by PM Training and 7 Provincial FA Coordinators.

PHILIPPINES

PRC has made a lot of partnerships with different bodies as public schools, companies, universities, public institutions etc. in order to propose various event for this day : They Conducted the 3rd Red Cross Youth Division Wide First Aid Olympics or “FIRST AID YOUTH CHALLENGE”. 3RD inter-school first aid summit or ifas one



of the activity program of the red cross youth - south cotabato in partnership with the safety services department. IFAS has one way of showing the skills and talent of the kabataang cotabatoneos in first aid. The objective of this activity is to promote awareness and to educated our young leaders in saving lives. Other events was held as Competition on different bandaging techniques, CPR- Adult, First aid and BLS Olympics for public schools in Caloocan 12 high schools and 17 elementary schools participated with a total of 12 members per team including coach and RCY advisers.

They also disseminate a lot of workshop and lectures in public places and schools : Lecture Demonstration on First Aid and CPR in Elementary Students and Companies, **"SAFETY STARTS AT HOME"** planning workshop with the different barangay communities, Ambulance Operator training, Radio Programming and FA Lec Demo, Quiz bee regarding First Aid.

SINGAPORE



To commemorate World First Aid Day, the Singapore Red Cross **launched InstaSave** - a series of step-by-step first aid videos on Instagram - at a community outreach graced by Guest-of-Honour, Mr Desmond Lee, Second Minister for Home Affairs and National Development. Themed *"First Aid Is For Everyone"* and held at Taman Jurong CC on 9 September, the annual outreach is part of the humanitarian organisation's ongoing efforts to demonstrate the importance of first aid in building community resilience. Reinforcing why learning first aid is critical, Minister Lee shared in his speech. Developed in partnership with local advertising agency DDB Group Singapore, this campaign comprises a collection of six bite-sized instructional first aid videos hosted on SRC's Instagram. Each addresses one of the six common conditions of emergencies in Singapore. For easy access in case of emergencies, Instagrammers can download the videos and 'save for later' within the app. Instagram users are also encouraged to help spread the word by sharing the videos with their followers, tagging @sgredcross and including hashtags #instasave and #savenowtosavelater. At the event, Minister presented awards to three volunteers who accumulated **the top service hours**. Residents were also treated to an educational and fun-filled carnival featuring **activity booths, complimentary health checks, and first aid games**.

As part of SRC's outreach efforts, Red Cross Youth distributed first aid kits to 300 elderly households in the vicinity. Echoing this year's theme, which emphasised making first aid more accessible for people of all ages, the youth volunteers also guided residents on the use of the items in the first aid kit and basic first aid skills. At the same time, in an effort to reach out to and engage vulnerable members of society, the youth also distributed food aid packs to needy residents. This is in line with SRC's Community-Led Action Resilience (CLARE), which mobilized neighborhood-based volunteers to provide first response, first aid, eldercare and befriending service to vulnerable groups in their community.

TAIWAN

居家思危
安全 是幸福居家的標準配備
Safe house Safe living

學會急救，
你也能搶救生命！

家，是最安穩的依靠。
在我們舒緩身心、享受家的擁抱之前，
請先檢視一下這些潛藏的危險：

浴室
危險因子：
燙傷、觸電
跌倒、溺水
中風（化學藥劑、一氧化碳）

臥室
危險因子：
跌倒、觸電、藥物中毒、窒息

樓梯
危險因子：
跌倒、墜落

客廳
危險因子：
跌倒、觸電、異物哽塞
窗簾纏繞、窒息

廚房
危險因子：
燒燙傷、割傷、觸電、
中風（化學藥劑、藥物、一氧化碳）

庭院
危險因子：
割傷、咬傷
蚊蟲咬傷、溺水

陽台
危險因子：
跌倒、墜落
蚊蟲咬傷

歡迎來電索取居家安全指南或報名急救課程

服務專線：02-2362-8232
02-2362-8995（幫我救我）
上午 08:30 ~ 12:30
下午 13:30 ~ 17:30
傳真：02-2362-8888
專線：02-2362-8888
專線：02-2362-8888
專線：02-2362-8888

中華民國紅十字會
www.redcross.org.tw

TRC was highly engaged this year to the campaign and the event was released on Social medias, as on press, tele and radio. A **case-study** entitled “70 year-old grandmother learns CPR from Red Cross, saves husbands life” was provided to illustrate the program of TRC toward ageing people. Therefore, for this campaign, the team conducted a lot of materials: Street flags (in the main cities, 700 flags counted between the period of 1st and 15 September) with the slogan “Learn first aid, you can rescue lives”. Radio: A 30-second radio script about domestic accidents is broadcast during September 1 to 15, in Broadcasting Corporation of China and UFO, covering islandwide audience. They also made a house map according to local living habits and target groups as key visual, thanks to poster of GFARC and pictograms, and a leaflet “safe house, safe living” with a lot of advices. This house was displayed in public transport in **lightbox**.

DM and poster are distributed to more than 600 government department islandwide, including Education Bureau, Social Bureau, Civil Affairs Bureau, Fire Department, Agency of Corrections, Ministry of Justice, District Office, and beneficiary schools and communities. On September 1st, the Taiwan Red Cross held a press conference and invited famous speakers to campaign for domestic accident awareness, and told our volunteers and colleagues about domestic accidents and how to respond Choking, Trauma and bleeding, Falling. Also, a [WFAD website](#) and facebook exposures as well as some [videos](#). Thanks to all these materials and trainings held on this day, **more than 32 000 persons** were reached in the country between 1 and 15 September 2017.

THAILAND



The headquarter organized a big event with Domestic Accident Exhibition related to prevent risk of accident in 5 areas within the house and how to first aid such as, kitchen, bathroom, living room, bedroom and garden(setting in the area). They also produce material such as, Domestic Accident animation, in Thai and English version, First Aid Box and Triangular bandage with description.

Europe

ALBANIA



ARC produced a big banner with the theme and posted in the center square of main towns in Albania. In 28 branches of Albania Red Cross, the volunteers did practical demonstration on home risks and how to provide first aid. In the street, during this activity, the volunteers distributed materials of first aid knowledge like leaflets, brochures etc. The activities appeared in **5 local TV** stations (a special video was produced for that in English also). Meanwhile the activities are published in social media of ARC like website, Facebook. The result of that was the big number of volunteers involved, mostly new volunteers.

AUSTRIA

Austrian Red Cross as a lot of activities for WFAD and it was covered by a lot of media. They also had celebrated the WFAD at the General Secretary for employees and blood donors.

FRANCE

French Red Cross redacted a practical guide for local branches to help them to have all the relevant material related to the event. An official launch was held in Nantes with partners and institutional and an interview was realized through an internal radio "Good morning Croix-Rouge". It was the occasion to present for the first time a **virtual reality** project to encourage people to subscribe to training. This was very positive towards young people and teenagers but also for adults.



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



A communication pack was sent to local branches, which contains 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, as well as partnership AXA prevention (insurance company). Moreover, volunteers proposed an **escape game** where they have to escape a place of a home in order to avoid all the dangers in 20 minutes.

GEORGIA

Around 338 staff members and volunteers of the Georgia Red Cross Society celebrated World First Aid Day. On September 9, 2017 **First Aid Competition** between GRCS FA teams dedicated to the World First Aid Day was conducted by the GRCS in Gori. In accordance to the theme of the day in year 2017, during the competition FA teams were coping with different situations such as burns, poisoning, choking, fainting and traumas that are the most common injuries that occur in homes. In parallel to the competition the GRCS volunteers **were distributing flyers “Top 12 of prevention tips at home”**, developed specially for WFAD 2017 by the IFRC and translated and adapted into Georgian by the GRCS. WFAD was celebrated in GRCS branches that were not participating in the FA competition as well.

Concept of WFAD 2017 as well as informational-educational materials developed by the IFRC and translated/adapted by the GRCS was delivered to 15 GRCS branches. FA trainings and street events in public places were organized. Moreover, during the whole week GRCS volunteers and local community members were filling in the tests/questionnaires developed specially for the WFAD 2017. The questionnaires were also published and promoted through the GRCS official social media pages. In total 527 GRCS staff/volunteers and community members filled in the tests. Results of tests were following: 241 respondents had most of “C” answers that means that they are very careful, 81 had most of “A”-s, meaning that they have several good habits but some others may be putting them at risk and other 205 got most of “B”s – which shows that **205 persons live dangerously and every day they are at risk of injuries**. Therefore, GRCS volunteers were giving recommendations to general public, how to prevent the dangers and make their homes safe and finally the volunteers were teaching them how to provide immediate first aid to casualties in case of injuries and were reminding that correctly and timely provided first aid



increases chance to save life! A lot of photos was taken throughout the country!

MONTENEGRO



Different trainings were organized throughout the country by the national society to different targets : First aid lectures in schools, First aid lectures for children in kindergartens, First aid demonstrations for public groups, First aid lectures in youth clubs, First aid lectures in senior clubs. It was released by a lot of National Medias in Montenegro (more than 20).

NETHERLANDS

For WFAD and at the same time, to celebrate its 150th anniversary, NRC organized a global challenge on FA on Amsterdam place and **2,500 people were trained**. Audio-visual material was produced for this event which was a big success.

NORWAY

Norway provided to the IFRC general communications some videos to be promoted related to FA.

SERBIA

14144 people were reached through the FA activities for the Red Cross Society of Serbia. The following activities were conducted: Promoting the message of the World First Aid Day, "First aid and domestic accidents", posting information on the internet presentation of the Red Cross, as well as active promotion through social networks. Training in first aid for the youngest population (lectures, workshops, demonstration exercises); Promoting the message of World First Aid Day, "First aid and domestic accidents" through the conventional media (newspapers, television).

The NS has prepared for that purpose educational package for children with descriptions of workshops, games, reminders for school children, pencil boxes and other materials.



On the basis of reports obtained from the Red Cross branches in Serbia: **72 Red Cross** organizations in cities and municipalities in Serbia have marked World First Aid Day in 2017 and 121 various activities were organized in local communities.

SPAIN

The SRC focused its campaign in social media, advertising a lot and organized trainings and demonstration in public places such as mall or public transportation.

SWEDEN

Swedish RC produced a video pedagogical pack customizable and accessible to all NS and it was released on facebook [ici](#). This takes part of a large campaign during summer, where interest for FA is higher.

SWITZERLAND

The Samaritan Section organized a huge “resuscitation marathon” through the day, with different steps by team: Endurance, to practice RCP, performance and skills and some prevention workshops.

TAJIKISTAN

Tajikistan Red Crescent provided some real stories of rendering FA for injured people by trained volunteers of CBHFA project, funded by Land Rover, which saved life of habitants of small villages.

TURKEY

Turkish Red Crescent had many activities during the World First Aid Day 2017. The Training Centers prepared press release for local media. Some training centers organized information points and celebration areas in their own city’s squares, carrying flags, banners with the slogan “Learn First Aid Save Life”. First Aid Public demonstrations were organized across the country. All centers shared their activities, information notes and first aid videos which we prepared for WFAD2017 on their official social media accounts (some examples [here](#)). These [videos](#) prepared as “public service announcement (psa)” in order to raise community awareness. It was published on the official Turkish Red Crescent Youtube channel and first aid website (www.ilkyardim.org.tr and www.kizilay.org.tr) on 9 September. More than 30 local TV channels and newspapers gave us a place on their news and we have been reached more than 30.000 participants on WFAD2017.

The videos prepared for WFAD 2017 were watched by approximately 3000 people in the second week of September 2017 on The Turkish Red Crescent’s official Youtube channel. The videos shared on social media accounts (twitter, facebook, instagram etc.) by more than 500 people with slogans sent by Global First Aid Reference Center.

UNITED KINGDOM



A case study (story) was provided, available on the [website](#) related to FA for burns. A special and complete [website](#) were created for the event where videos are available for parents and people can share their experience sending a story. The motion was based on these easy-to-remember skills take just moments to learn and seconds to share with others. People could share their commitment through social network with “#LearnandShare”, simply watch our short videos and wrap profile picture on facebook and twitter to show friends and family that you have the skills and confidence to save a life. Thousands of people adhered to the pledged and shared [their photos](#).

The aim was to encourage people, via your social media channels, to visit the British Red Cross campaign landing page and watch, learn and share how to save a choking baby or child with some videos. British Red Cross axed its communication on different research studies and the “confidence to act” of people in General. They were also relayed by Channel’s 4 and other media.

UZBEKISTAN

Throughout the country, the RC held a lot of trainings in the different regions of the country. They also worked a lot with Health organizations, public education organizations and local community and give with them rounded tables and introductory lectures around FA. Around 3000 people were reached by these activities.

Middle East and North Africa



BAHRAIN

An article published in a national newspaper on a workshop which was held by the Red Crescent. Exhibition of an ambulance for water lifesaving. Exhibition of an ambulance exposed to fire exhibition of an ambulance with 2 paramedics at Ain Adhari Park to educate the public about the principles of first aid, how to prevent fire and firefighting as well as the use of types of extinguishers.

UNITED ARAB EMIRATES

Different activities were organized: Coordination within Ministry of Interior to conduct awareness campaigns in partnership with national ambulance services and civil protection services ; Awareness campaigns to highlight importance to attend basic first aid trainings in public and private sector, dissemination of leaflets with 12 tips send GFARC. Specific campaign for specific target group of bus drivers and supervisors for school transports; Competitions were advertised by radio and prizes were proposed to pupils who participated in. adapted information and training were designed and delivered to children in this campaign.



LYBIA



A **personal card** with basic FA techniques was created. Two guides were issued for first aid, one for the instructor and the second for the trainee. This is the first book of its kind issued in the history of the Society with the support of the ICRC as well as a training and awareness program within the targeted sections. ICRC is the main partner and the media coverage was good and there were good echoes especially at the local level, magazines and satellite channels as well as Facebook.

YEMEN



In Yemen, WFAD was a success, the event was covered by a lot of local medias and volunteers from all the country was involved. Raising-awareness campaign on the street, meetings with officials, demonstrations, several activities took place in the country. A [promotional video](#) was created for the event also. Events were organised in several places with support of volunteers.

A special edition on WFAD was held and leaflets were disseminated. A video was made with support of *Infogravk* to highlight importance of First aid training. First aid kits were distributed in different places.

Conclusion

To conclude, in every country where it was organized, WFAD was a success and it enabled to reach a lot of people and involved different partners. This year, a lot of NS organized “**first aid competition**”, focused on CPR, so it would be a good runway to explore.

A big thanks to all the volunteers involved! Please do not hesitate to send us your suggestion to: first.aid@ifrc.org

Annexes

- Communication plan
- Evaluation model
- Statistics and data
- References

Global First Aid Reference Centre

International Federation of Red Cross and Red Crescent Societies

French Red Cross

98, rue Didot | 75694 Paris Cedex 14 | Paris | France

Tel. +33 (0)1 44 43 14 46 | Email first.aid@ifrc.org

Find out more on www.ifrc.org and [Facebook](#)