



Global First Aid  
Reference Centre



**GUIDANCE NOTE**  
**WORLD RESTART A HEART**  
**DAY 2024**

**CPR-TWO HANDS CAN  
SAVE LIFE**

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Red Crescent Society of the  
Republic of Kazakhstan



Iraqi Red Crescent Society



Lithuanian Red Cross Society



## Why a World Restart A Heart (WRAH) day ?

The Restart a Heart initiative was first established in Europe in 2013 by the European Resuscitation Council (ERC) with the support of the European Parliament. In 2018, the International Liaison Committee on Resuscitation (ILCOR) launched the first global initiative on cardiac arrest as an extension of this successful endeavor. The World Restart a Heart (WRAH) event takes place annually on or around October 16th, aiming to raise awareness that everyone can learn cardiopulmonary resuscitation (CPR).

Despite seven out of ten cardiac arrests occurring in the presence of bystanders, less than 20% of these bystanders provide first aid. Lay bystander resuscitation rates vary significantly across the globe, ranging from 5% to 80%<sup>1</sup>. Improving these statistics in every country could potentially save hundreds of thousands of lives each year following sudden out-of-hospital cardiac arrests<sup>2</sup>.

For over 150 years, the International Federation of Red Cross and Red Crescent Societies (IFRC) has been the largest network of first aid trainers and providers. Together, Red Cross and Red Crescent National Societies (RC RC NS) train millions of people in first aid annually worldwide, with CPR being a key component of these programs. IFRC, through the Global First Aid Reference Centre (GFARC), aims to promote high-quality first aid education based on scientific evidence and best practices. Therefore, the partnership with ILCOR for such a large-scale event is crucial. In addition to ILCOR, the European Resuscitation Council supports WRAH, striving to preserve human life by providing high-quality resuscitation through courses, events, guidelines, and coordination of the European Network.

This guidance note introduces the event, supports WRAH day through a shared toolkit with RC RC NS, thanks to effective collaboration with ILCOR, and provides some organizational tips for WRAH day based on the experience of WFAD. National Societies are also encouraged to engage with their national or regional Resuscitation Councils or other active partners for this event.

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<sup>1</sup> French Society of Cardiology (Fédération Française de Cardiologie) :  
[https://www.ameli.fr/sites/default/files/Documents/5157/document/arret-cardiaquebons-gestes\\_ffc.pdf](https://www.ameli.fr/sites/default/files/Documents/5157/document/arret-cardiaquebons-gestes_ffc.pdf)

<sup>2</sup> ILCOR: [https://www.ilcor.org/data/policiesandprocedures/WRAH\\_RESUS\\_201805.pdf](https://www.ilcor.org/data/policiesandprocedures/WRAH_RESUS_201805.pdf)

## What are WRAH day goals and priorities?

It is crucial to remember that every minute that passes before the arrival of emergency services reduces the chance of survival by 10%, unless a bystander provides first aid. On World Restart a Heart (WRAH) day, our objectives are as follows:

➤ **Facilitating CPR learning for a large number of people:**

- Teach CPR, starting at a very early age and continuing throughout the whole of life.
- Ensure lifelong learning by combining:
  - The practice of cardiac massage through face-to-face pedagogy using manikins and automated external defibrillators (AED), if available;
  - distance learning, through different formats (e.g. e-learning, videos).

Lifelong learning builds confidence, empowering individuals to act when necessary without fear of making mistakes.

➤ **Encouraging people to learn CPR and basic lifesaving skills:**

- Short basic first aid training during WRAH day is aimed at motivating people to engage into a complete training proposed by the NS.

➤ **Advocating:**

- To advocate for lifelong CPR learning in communities, especially in schools (refer to the Kids Save Lives initiative<sup>3</sup>)
- To raise awareness on cardiac arrest prevention among the general public
  - The IFRC is a crucial partner in promoting cardiac arrest prevention to governments and spreading messages globally to better inform and empower people to take action.

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<sup>3</sup> <https://www.erc.edu/projects/kids-save-lives>

## CPR – Two hands can save a life?

The World Restart a Heart (WRAH) Campaign has experienced significant growth since its inception. It has evolved from a single targeted day observed by select countries to a global initiative spanning the entire year, impacting lives across the globe. As we approach the 2024 edition of WRAH, we continue to uphold the universal slogan established last year: **"Two hands can save a life"**, reflecting our collective commitment to taking lifesaving action worldwide.

This year, **we encourage national societies of the Red Cross and Red Crescent to create their own slogans** tailored to resonate with their local communities. Embracing the diversity of our world, each region will infuse its campaigns with the unique essence of its culture and the specific challenges it faces in saving lives. Together, we strive towards the overarching goal of improving Out of Hospital Cardiac Arrest (OHCA) survival rates.

In light of the global COVID-19 pandemic, disparities in healthcare have become more evident. Regarding CPR education, the GFARC provides guidance:

- To ensure uninterrupted learning, each participant and trainer should be equipped with clean, disinfected cardiopulmonary resuscitation training manikins. Trainers will oversee individual use of assigned manikins.
- In cases where a CPR training manikin is shared among 2 or 3 learners, practicing artificial ventilation may not be feasible. In such instances, trainers will use visual aids or demonstrations on their manikins, focusing on chest compressions and defibrillation. Manikins will be sanitized after each use.
- Both standard CPR procedures and adaptations necessitated by the pandemic, such as limitations on airway clearance and artificial ventilation, will be taught. The importance of artificial ventilation, especially in non-pandemic situations and with pediatric cases, will be emphasized.
- Adaptations may vary based on local circumstances and vaccination rates. For comprehensive guidelines, refer to the "[Resuming First Aid Training](#)" manual provided by GFARC in six languages.

**Let's take this opportunity to empower communities and save lives one hand at a time.**

## What materials are available for National Societies ?

- **GFARC has created a specific toolkit for WRAH day 2024.** The toolkit is available on our platform and focused on CPR. NSs can use it for their WRAH day public event or online campaign.

For WRAH day 2024, the toolkit includes:

- Guidance note on WRAH day 2024
- WRAH official poster
- Social Media Video Asset
- Emergency contact card
- Online course on CPR
- Memory card game
- Comic on CPR
- Comic on Alert
- Leaflets on CPR
- Picture Frame
- Snapchat Lens
- Flyer
- CPR get trained game by european Resuscitation Council and UEFA

**SLOGAN: "TWO HANDS CAN SAVE LIVES!"**

The ILCOR as well as national and regional Resuscitation Councils shared also some materials, available [here](#) in English and some other languages, organised by country.

- **Short basic first aid trainings**

Short basic first aid training is a perfect flagship activity of WRAH day events. We encourage first aid trainers to train a maximum number of people on short training shifts, using various teaching methods (practice with manikins, simulation learning, case studies, role-plays). If relevant – depending on local laws and available materials – early defibrillation teaching can be included as well. For more details, please refer to the [IFRC GFARC Guidelines](#).

Here are some tips for your public short first aid trainings:

- **Location:** Public space. The chosen site must comply with the following criteria:
  - Utilities: Nearby water and electricity, with WIFI access/internet connection if possible.
  - Visibility: Easily accessible space (including for people with reduced mobility) with a likely significant turnout (marketplaces, pedestrian or shopping streets, tourist sites, etc.).
  - Weather: If the event is outside, plan for a covered space in case of rain or extreme heat.
  - Parking: Provide a place to park, if possible.
  - Security: Contact the city hall or local authorities to meet safety standards and obtain necessary authorizations.

The GFARC remains at your disposal should you need any additional advice or if you wish to share your own WRAH day tools. All comments, suggestions or feedback meant to improve practice are always much appreciated.

## How to get ready for WRAH day?

### ➤ Your team

- identify a local coordinator in charge of the whole operation coordination and follow-up
- involve a team of volunteers and employees before the event for planning and preparation, as well as during WRAH day for those who are ready to lead short basic first aid trainings
- designate focal persons at all levels (communication, volunteers' selection and follow-up, trainings, tools design, logistics)
- Anticipate a few weeks before WRAH: which activities will you organise? Where? How? Using which tools? Are your activities, locations and tools accessible to all? If not, how to better adapt them?
- Encourage new ideas and perspectives! Ask for and use inputs from diverse populations for your communication and activity tools. Bring cultural awareness and perspectives to the forefront by challenging ingrained ways of providing first aid that can leave some persons feeling uncomfortable. This may lead you to reconsider your own way of doing.
- Make sure your activities location is easily accessible to everyone.

- Favour peer-to-peer activities: they will allow people to interact and learn from each other. In this way, a maximum number of volunteers and a good coordination will ensure the success of your event on WRAH-day.

➤ **Date of the WRAH event**

- Even though 16 October is the actual WRAH day, some choose to organise this event on another close date or during a weekend. It is recommended as well to choose the location of the event according to local habits – e.g. in a school during an out-of-school day, in a shopping centre during weekends, during a local gathering if relevant, etc.
- Make sure you are understood: avoid colloquial, acronyms, abbreviations and use plain language as far as possible.
- If needed and possible, slightly adapt your activity to the needs of each one on the spot, so all can participate.
- Encourage all to become volunteers within your National Society

➤ **Media coverage**

Your event should be known (media, social networks...) in order to increase the number of people sensitized to or trained on CPR. Regarding social networks, it is recommended to tag ILCOR and WRAH and use the primary hashtag #WorldRestartaHeart and, if possible, #RestartaHeart to ensure metrics are tracked and content can be shared. It is important that trainers and training managers collected data on the number of people reached, either participants or through social networks. These figures can support future advocacy campaigns and the event report. Make sure your post-event communication is accessible to all and do not hesitate to send photos to people.

National Societies are invited to contact national and local media (press, TV, web, radios) and to mention the collaboration between scientific research society (ILCOR) and the world largest humanitarian organization (IFRC). Global communication campaign is mainly managed by ILCOR and actively relayed in Europe by the European Resuscitation Council (ERC). IFRC and NSs are mentioned as partners of the event on the dedicated pages.



## Which links with Resuscitation Councils?

On the ILCOR [page](#) you can find a list of regional Resuscitation Councils (1 in each continent). NS are invited to get in touch with these entities or their national Resuscitation Council to organize common activities and have a larger impact. Resuscitation Councils can connect as well with national or local RC RC members in order to include them in their event. If a country does not have a Resuscitation Council, the Red Cross or Red Crescent NS can still organize the event and promote the theme.

You can find ILCOR WRAH Social Media Channels on:



- Instagram: @worldrestartaheart
- Facebook: World Restart a Heart
- Twitter: @World\_RAH
- LinkedIn: World Restart a Heart

**GFARC collects data on WRAH day through a questionnaire similar to the WFAD report sent to the NSs.**

The GFARC remains at your disposal should you need any additional advice or if you wish to share your own WRAH day tools. All comments, suggestions or feedback meant to improve practice are always much appreciated.

### Global First Aid Reference Centre

International Federation of Red Cross and Red Crescent Societies

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