



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**

# World First Aid Day – 10 September 2016

[WFAD Concept note / Paris - Geneva](#) / 23 June 2016

## Introduction

The International Federation of Red Cross and Red Crescent Societies (IFRC) is the largest first aid educator and provider in the world. In 2014, more than 15 million people were trained worldwide by 116 National Societies, and for more than 150 years, first aid has been one of the principal services provided by Red Cross Red Crescent volunteers.

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.

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.

At the Global Community Resilience Forum in Cali, Colombia in November 2014, the IFRC announced the [One Billion Coalition for Resilience](#), a new initiative to increase community and civic action on resilience. Within the next 10 years, the goal is to engage at least one person in every household around the world – in high-, middle- and low- income countries – to take active steps towards enhancing individual and collective community resilience. An essential component of this initiative will be around promoting and building first aid skills.

Centre operated by  
Centre géré par  
Centro dirigido por  
المركز الذي يديره



croix-rouge française

## 2016 theme

This year, the main theme is “**First Aid for and by children**”. The IFRC identifies children as first aid providers and recognizes that they make up a large portion of the population that receives first aid help in emergencies. Children are a significant part of the community that has the ability to be involved in saving the lives of their peers and family members. Moreover, the IFRC acknowledges the role of adults in saving children’s lives from disaster situations to everyday accidents.

This year, the IFRC pursues the goal of reaching various age group after addressing the ageing population last year through the theme “First Aid and ageing population.” In this regards, through WFAD, the IFRC links two of the most important groups in the society who are the most vulnerable to risks and accidents.

WFAD 2016 will therefore focus on children who benefit from first aid and can provide first aid support to their peers, families and their community as they age. It will also address the topic of first aid for children by adults who are in close contact with children. This day will aim to spread knowledge of first aid to a larger audience and to emphasise the importance of being prepared and equipped to save children’s lives when a disaster or an emergency occurs.

## Background

In **2015**, the world’s population reached **7.3 billion**. About one-quarter (**26%**) of the global population are under 15 years of age. And by **2050**, there will be nearly **10 billion** people, with more than **2.6 billion** of them younger than 18.<sup>1</sup>

There is no universally agreed age range for what constitutes childhood – a concept that varies considerably across cultures.<sup>2</sup> WFAD will take into consideration the biological definition of a child: as a human being between the stages of birth and puberty.

Child injuries are a significant area of concern from the age of one, and progressively contribute more to overall rates of death up to children reaching adulthood. Hundreds of thousands of children die each year from injuries or violence, and millions of others suffer the consequences of non-fatal injuries.<sup>3</sup>

Children occupy a significant portion of the world's population that will help in shaping the future. The focus on children is based on IFRC's belief that children are a crucial investment for today and for the future.

Considering the safety and protection of children, the IFRC stresses on the importance of educating children in first aid so they are well prepared to react efficiently in emergencies either to save their lives or people around them.

Children are more vulnerable to risks than adults because they have little control over their environment and have different patterns of exposure to risks. Therefore, it is vital to emphasize the importance of motivating adults to participate in saving children's lives and engaging in preparing children to become more resilient in emergencies.

Understanding the abilities and the opportunities of children to practice first aid is essential to prepare a more resilient generation and to create an active role for children in protecting themselves and their community. In addition, participation of adults in practicing first aid for children would increase survival rates for children.

***Age and development of child movement in the house:<sup>4</sup>***

Age	Development
0-6 months	Wriggle and kick, grasp, suck, roll over.
6 months-1 years	Stand, sit, crawl and put things in mouth.
1-2 years	Move about, reach things high up, and find hidden objects, walk, and climb.
2-3 years	Be adventurous, climb higher, pull and twist things, watch and copy.
3-4 years	Use grown-up things, be helpful, understand instructions, be adventurous, explore, and walk downstairs alone.
4-5 years	Play exciting games, can be independent, ride a bike, enjoy stories
5-8 years	Will be subject to peer pressure and will still forget things.

**Goal and objectives**

The IFRC seeks through WFAD 2016 to achieve the following objectives:

- Recognize children aged between 3-15 as first aid providers to their peers and families.
- Highlight the importance of first aid by children for the future of society.
- Reinforce the importance of first aid for children by adults who are in close contact with children.
- Present children as active players in their communities.
- Empower adults with life-saving skills to save children's lives and become more confident in handling emergency situations with children.

## Key messages

- Include children and adults around children in first aid training and volunteering as a necessity for healthy societies. In 2015, 26% of the world's people are under 15 years of age. And by 2050, there will be nearly 10 billion people more than 2.6 billion of them younger than 18.<sup>5</sup>
- At the Global Community Resilience Forum in Cali, Colombia in November 2014, the IFRC announced the [One Billion Coalition for Resilience](#), a new initiative to increase community and civic action on resilience. Within the next 10 years, the goal is to engage at least one person in every household around the world – in high-, middle- and low-income countries – to take active steps towards enhancing individual and community resilience. An essential component of this initiative will be around promoting first aid skills that build and reinforce the importance of first aid knowledge for children in early ages as an essential step towards more resilient societies in the future.
- “Every year, nearly 1 million children die from injuries. Tens of millions more require hospital care for non-fatal injuries. Many are left with permanent disabilities or brain damage.”<sup>6</sup> Motivate children to help their peers in emergencies according to their abilities and encourage adults to provide first aid to children during accidents or disasters.
- Children are particularly susceptible to accidents in their daily life. “Injury is a significant cause of death and morbidity among children from the age of one. Each year approximately 950 000 children aged less than 18 years die as a result of an injury or violence. Nearly 90% of these – about 830 000 – are due to unintentional injuries. Most

of these unintentional injuries are the result of road traffic crashes, drowning, burns, falls and poisoning, with the highest rates occurring in low-income and middle-income countries.”<sup>7</sup>

- “Children learn more quickly during their early years than at any other time in life.”<sup>8</sup> Highlight the possibility of training children in first aid so they can act in case of accidents and be aware of risks and dangers. Informing children about first aid in early ages assist in building a base of knowledge for first aid skills that they can recall in the future.
- “Emergencies such as conflicts, disasters or epidemics, expose families to risks that make them especially vulnerable to disease, malnutrition and violence.”<sup>9</sup> Involving parents in first aid training is essential for the safety of children and provides parents with the needed skills to face emergencies with confidence; taking into consideration the anxiety and concern when trying to save their own children.
- Training children in first aid will open the door to train their families through the questions they would leave the training with.
- “Alarming, 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.”<sup>10</sup> Highlight drowning as an important public health issue with major impacts on children.

## **Communication Package**

We will provide National Societies with the following tools for the WFAD and further campaigns linked to children:

- Key messages
- The WFAD official video using the 4 official languages and NS videos available on YouTube.
- Animation
- “First aid and children” resource pack including best practices for activities with children
- Social media tips and guidelines
- Web banners
- Infographics
- My Story: activate the first aid tag on *Tumblr* to collect volunteers and beneficiary stories of first aid and children (<http://ifrc.tumblr.com/tagged/first-aid>)

## **Timeline**

Pre- Launch:

- Material development – June/July

Launch:

- World First Aid Day: 10 September 2016

Report:

- By National Societies: 15 November 2016

## At your disposal

**Global First Aid Reference Centre**: the IFRC Global First Aid Reference Centre aims to develop first aid training in accordance with the Movement's recommendations and inter-national scientific guidelines. The GFARC also focuses 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.

[first.aid@ifrc.org](mailto:first.aid@ifrc.org)



## References

- 1- The World Population Prospects the 2015 Revision  
[http://esa.un.org/unpd/wpp/publications/files/key\\_findings\\_wpp\\_2015.pdf](http://esa.un.org/unpd/wpp/publications/files/key_findings_wpp_2015.pdf)
- 2- World report on child injury prevention  
[http://apps.who.int/iris/bitstream/10665/43851/1/9789241563574\\_eng.pdf](http://apps.who.int/iris/bitstream/10665/43851/1/9789241563574_eng.pdf)
- 3- World report on child injury prevention  
[http://apps.who.int/iris/bitstream/10665/43851/1/9789241563574\\_eng.pdf](http://apps.who.int/iris/bitstream/10665/43851/1/9789241563574_eng.pdf)
- 4- The Royal Society for the Prevention of Accidents <http://www.rospa.com/home-safety/advice/child-safety/accidents-to-children/>
- 5- The World Population Prospects the 2015 Revision  
[http://esa.un.org/unpd/wpp/publications/files/key\\_findings\\_wpp\\_2015.pdf](http://esa.un.org/unpd/wpp/publications/files/key_findings_wpp_2015.pdf)
- 6- Facts for life Fourth Edition; <http://www.factsforlifeglobal.org/resources/factsforlife-en-full.pdf>
- 7- Injury prevention and the attainment of child and adolescent health:  
<http://www.who.int/bulletin/volumes/87/5/08-059808/en/>
- 8- Facts for life Fourth Edition; <http://www.factsforlifeglobal.org/resources/factsforlife-en-full.pdf>
- 9- Facts for life Fourth Edition; <http://www.factsforlifeglobal.org/resources/factsforlife-en-full.pdf>
- 10- [Global report on drowning, World Health Organization](http://www.who.int/violence_injury_prevention/global_report_drowning/Final_report_full_web.pdf)  
[http://www.who.int/violence\\_injury\\_prevention/global\\_report\\_drowning/Final\\_report\\_full\\_web.pdf](http://www.who.int/violence_injury_prevention/global_report_drowning/Final_report_full_web.pdf)