World First Aid Day – 9 September 2017

WFAD Concept note / Paris - Geneva / x June 2017

**Introduction**

The International Federation of Red Cross and Red Crescent Societies (IFRC) is the largest first aid educator and provider in the world. First aid is a humanitarian act that should be accessible to all. With first aid skills, volunteers and communities are empowered to save lives without discrimination.

Millions of people are hurt or killed by injuries every year due to inadequate response or lack of timely assistance. First aid is by no means a replacement for emergency services; it is a vital initial step in providing effective and swift action that helps to reduce serious injuries and improve the chances of survival.

World First Aid Day (WFAD) is an annual opportunity to promote first aid knowledge and skills around the globe and to enhance and expand first aid training worldwide 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 through dynamic activities.

**2017 Theme: Domestic accidents**

Sometimes also called **home injuries**, they are defined as the whole of unintentional traumatisms, 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 | * Fire * Gas * Cleaning products/food * Dishes/knives | * Burn * Poisoning * Wound, severe bleeding |
| Bathroom | * Water/electricity | * Cardiac arrest * Unconsciousness |
| Bedroom | * Carpet * Medicine | * Fracture * Drug intoxication |
| Living room | * Carpet * Nuts | * Fracture * Choking |
| Floor(s) | * Stairs | * Fracture * Spinal injury |
| Garden  Garage | * Barbecue * Dishes/knives/tools * Pets and insects | * 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**.

**Objectives**

The IFRC seeks through WFAD 2017 to achieve the following objectives:

* Empower people with life-saving skills to save lives and make them more confident in handling emergency situations.
* Make people aware of the possible dangers at home.
* Reinforce the importance of prevention as many preventive measures can be implemented at home.
* Highlight the fact that everybody can be actor of his one safety.

**Facts and numbers**

* Falls are the most common accidents, which can cause serious injury at any time of life. The risk increases with age.
* Domestic accidents affect all populations, regardless of age, sex, income, or geographic region. In 1998, about 5.8 million people (97.9 per 100,000 inhabitants) died of injuries worldwide, and injuries caused 16% of the global burden of disease.[[1]](#footnote-1)
* Around the world, almost 16 000 people die from injuries every day. For every person who dies of injuries, several thousand injured persons survive, but many of them are left with permanent disabling sequelae.
* In Europe, over three million people have accidents at home each year, more than seven thousands of which are fatal. As the World Health Organization has noted, these types of accidents, which affect all age groups, are the primary cause of child mortality in developed countries, even if housewives are the group most affected overall.
* Across the European Union, patients with accidents and injuries spent a total of 52.5 million days in hospital in 2016.[[2]](#footnote-2)
* Accidents at home, school or while undertaking leisure activities are more frequently reported by the youngest and oldest generations than by those in middle age.
* Men more likely than women to die from all types of accidents.
* More accidents happen in the living room than anywhere else in the home
* More women than men over the age of 65 die as the result of an accident in the home.
* 80% of accidents in general happened in private sphere[[3]](#footnote-3).

**Key messages**

* 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.”[[4]](#footnote-4) Highlight drowning as an important public health issue with major impacts on children.

**Communication package**

The IFRC will provide National Societies with the following tools for the WFAD and further campaigns linked to domestic accidents:

* A map of the house and pictograms to put in it to identify the risks (paper or interactive)
* Test: Measuring your mobility and habits to evaluate the risk in your life, do you live dangerously?
* Top 10 of good practices at home for all the family (poster)
* Case Studies, stories
* Infographics
* Social media tips
* Web page

**Timeline**

Pre- Launch:

* Material development – June/July 2017

Launch:

* World First Aid Day, 9 September, 2017

Report:

* By National Societies: November 2017

**At your disposal**

[**Global First Aid Reference Centre**](https://fednet.ifrc.org/en/resources/health-and-care/first-aid/europeran-ref-cent-for-fa-education/)**:** the IFRC Global First Aid Reference Centre aims to develop first aid training in accordance with the Movement’s recommendations and inter­national 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.

Contact:

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

Facebook : [Global First Aid Reference Center](https://www.facebook.com/GlobalFirstAidReferenceCentre/)

**References**

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* <http://ec.europa.eu/eurostat/statistics-explained/index.php/Accidents_and_injuries_statistics#Deaths_from_accidents.2C_injuries_and_assault>
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1. https://www.scienceopen.com/document?vid=93de15bb-306a-4c1f-b8d8-b78224cf8bd9 [↑](#footnote-ref-1)
2. http://ec.europa.eu/eurostat/statistics-explained/index.php/Accidents\_and\_injuries\_statistics [↑](#footnote-ref-2)
3. ‘Ma vie’, observatory [↑](#footnote-ref-3)
4. Global report on drowning, World Health Organization http://www.who.int/violence\_injury\_prevention/global\_report\_drowning/Final\_report\_full\_web.pdf [↑](#footnote-ref-4)