



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

# WFAD Concept note

## Adapting First Aid practices to the Pandemic



Global First Aid Reference Centre

Saturday 12th September 2020

WFAD Concept note



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**Global First Aid Reference Centre**

**World First Aid Day** – on Saturday 12 September 2020

# Adapting First Aid practices to the Pandemic

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*Global First Aid Reference Centre (GFARC)/ WFAD Concept note / Paris - Geneva / June 2020*

## **Acknowledgements and COVID-19 adaptations**

Due to the COVID-19 pandemic situation, the increasing and rapidly evolving role of National Societies in response and the difficulties that the volunteers may have in organizing activities with schools, the IFRC GFARC and the IFRC communication department decided to postpone the theme "*First aid at school*" for the World First Aid Day. All tools and concept papers already produced, case studies provided will be **re-used** for our next campaign in **2021**. The Global First Aid Reference Centre would like therefore to thank all the National Societies who have already shared their experiences.

This concept note is shared in June 2020 and may evolve due to daily changes on knowledge and experience of COVID-19. As countries are at different stages of the pandemic, there may be some international variations in practice and science.

## **Introduction**

The 33<sup>rd</sup> International Conference was aptly titled "*Act Today, Shape Tomorrow*". As the motto suggests it, the Conference was taking place at a time when the humanitarian community was at a critical crossroads, in need of a forward-looking approach on how it will meet the needs of affected people and communities, how we rescue them and how we empower them. In that sense, first aid remains central to our identity as Red Cross and Red Crescent bodies around the world and it is part of all components of the Movement. For many people, when they think of the RC RC National Societies in their country, they think of our volunteers on the frontline of humanitarian crises, treating the wounded and sick, or of the training that we provide in schools, in communities, places of work, and for vulnerable people.

Despite the current concerns about coronavirus disease 2019 (COVID-19), and the focus on the prevention of its spread and treatment, injuries and diseases unrelated to coronavirus still occur. The delivery of prompt first aid management may prevent an additional burden on the health system by managing simple injuries or illnesses on site rather than calling for an ambulance or taking the casualty to hospital. It may also prevent the unnecessary exposure of the casualty to the virus. Serious injuries and illness will, however, still require medical care and the assessment and treatment of such individuals should not be delayed because of fear of COVID-19.



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*“Our annual Celebration World First Aid Day is even more essential right now”*

The crisis we are facing has had the effect of disabling first aid educators to appropriately train millions of volunteers how to deal with COVID-19, how to keep themselves, their families and their communities' safe, and has also impacted the sharing of information on appropriate prevention measures, especially with the circulation of many fake news.

In that regard, our annual Celebration World First Aid Day is more essential than ever to raise awareness, digital-only or at safe places, about first aid and the importance to continue to engage learners, general public and our first aider in this thematic, that brings us together.

### **2020 Theme: adapting First Aid practices to the Pandemic**

In that context, access to internet or web-enabled equipment has been referred to as a crucial factor that affects disparities in online education, which first aid education sometimes relies on. The limited reports so far indicate that the existing digital gap is increasing in many countries around the world, even if we note a better access to internet. That's why our WFAD will provide accessible resources for a large range of public. For those who are engaged in the classical education sphere, the shift to online teaching may be challenging, requiring us to review our approaches for teaching. New skills are to be learnt, new platforms are to be used, learning outcomes for courses are to be revisited, and teaching approaches are to be updated. All this had to happen in a very short period of time, and many of us shifted to online classes overnight with few (or no) previous experience.

*“New skills are to be learnt, new platforms are to be used, learning outcomes for courses are to be revisited, and teaching approaches are to be updated”*

According to this the main target groups for WFAD 2020 are: children and young people, teachers and parents.





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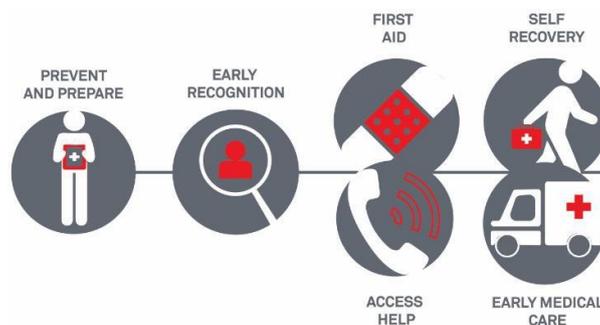
**Children and young people:** teaching them preventive measures and making them aware of first aid techniques can reduce the accidents and their consequences.

**Teachers:** they are familiar with their pupils/students and have an established relationship of trust with them, which can ensure an appropriate learning environment. Moreover, at school there may be teaching materials which help for the first aid courses.

**Parents:** this year is special as the global pandemic may make children worry about COVID-19 and its consequences; this is why family members can play a role in explaining what it is and spreading the necessary action to reduce the risk of illness.

As first aid educators and organizations, we have the opportunity to spread context-specific COVID-19 first aid considerations, along with education that would help people act in the most appropriate manner with the considerations of risk for contracting, spreading the virus, or appropriate use of advanced care and self-care actions. Mechanisms for the distribution of such information start with existing networks. For example, various apps, such as *the First Aid App* used by hundreds of Red Cross and Red Crescent National Societies could be a source of practical action for just-in-time components. Individual educators can send tips to those they have trained or work through companies and organizations that have sponsored training. In places where digital communication is less feasible, messaging through formal and informal public advertising (e.g. posters or news media) could be used.

Finally, each domain of the Chain of Survival Behaviors<sup>1</sup> can be relevant when thinking about the best way to communicate information, depending on the circumstances, mechanism and audience.



## Objectives

Through WFAD, the IFRC Health and Care department and Global First Aid Reference Centre encourage Red Cross and Red Crescent National Societies to:

- make sure the content and the way of teaching is age, gender, ethnicity and disability responsive;
- propose alternatives in teaching to National Societies' local branches and their stakeholders;

<sup>1</sup> International first aid and resuscitation guidelines, 2016, Global first aid reference centre



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- include any COVID-19 prevention messages, when appropriate;
- explore new ways of spreading knowledge on first aid.

*“Between February 2020 and June 2020, there was a significantly decrease of medical help access”*

## Facts and figures

There are only a few changes to the current recommended first aid protocols, most of them are related to the prevention or minimization of the risk of virus transfer. [Please consult our Frequently Asked Questions](#) document if you need more information on those to prepare properly your event and training.

COVID-19 is the greatest global shock for years. Hundreds of thousands of lives have been lost, and the world’s economy likely faces the worst recession since the 1930s. The resulting loss of employment and income will cause further damage to livelihoods, health, and sustainable development.

- In May 2020, almost 217 Countries, areas or territories are confirmed with cases of COVID-19.
- Still, World Health Organization counts in February 2020, 40 000 000 home accidents per day of children aged 0 to 6 and 90 million home accidents per year for all age categories.
- As a consequence, 950 000 deaths and 175 000 fatal drowning of children aged 0 to 18 occurred.
- The pandemic raised challenges for ensuring that our approach remains equitable impartial and, most importantly, supports those most in need of scalable, accurate and effective education, reaching communities with limited healthcare provision.
- Between February 2020 and June 2020, there was a significantly decrease of medical help access.

## Key messages

People will continue to injure themselves or become sick for all of the same reasons they did prior to the virus. However, people may be hesitant to call emergency services or go to the hospital for fear of exposure and contracting COVID-19 illness, which may lead to worse consequences if not dealt with by advanced care. The opposite could also occur when people, who do not have first aid knowledge to care after themselves or others at home, access advanced care unnecessarily, thus increasing their risk of exposure to the virus and



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burdening those systems. Both emergency services and hospitals in some geographical regions (e.g., large cities) may be at capacity, which could lead to delayed help.

- Spread facts, not fear. #SpreadFactsNotFear
- Societies need to protect themselves, and to recover, as quickly as possible. But we cannot go back to the way we did things before.
- Time at home can be used to learn first aid in family and be more autonomous.
- Exhaustion of some health systems (which is very likely to occur, especially in fragile contexts) shows the need for well-trained First Aid and prehospital care providers to support those health system.
- Basic psychological first aid support should be further focused on, with special attention on providing such assistance to COVID-19 suspected patients and their relatives.
- First aid education, with components tailored to COVID-19, can prepare people to carefully observe themselves and others for symptoms, find and make use of appropriate sources of information, and follow directions from those sources to access appropriate advanced care at the right time, as well as protect themselves from infection in the process.
- First responders are one of the single most trusted professions in the world. Their skill, dedication, bravery and compassion have saved countless lives during the COVID-19 crisis – raising them to even higher levels of respect in their communities.
- World First Aid Day is also an opportunity to show our collective gratitude to our 13 million volunteers for their exemplary dedication to the humanitarian cause and our Fundamental Principles and also to thank them for their kindness, bravery and selflessness.

*“First aid education, with components tailored to COVID-19, can prepare people to carefully observe themselves and others for symptoms”*



### Supplemental information to consider when organizing your national activities

The current situation forces all of us to adopt mitigation and adaptation processes in order to avoid having new victims of COVID-19 among the First Aid providers and/or emergency responders.



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- Always monitor your National Health Agency regulations and follow the sanitary rules in force.
- Be ready to have your first aid teams needed in case of emergencies.

### On-site event

- Plan and identify a safe area, especially outdoors, as per the local context, as the virus circulates less.
- Wear a mask and provide some to the general public, as well as hand-sanitization.
- Always install a water station to enable people to wash their hands and carry hydro-alcoholic solution.
- Maintain social distancing of at least 1.5 meters.



### Digital campaign

- If your NS has its own learning platform, encourage people to upload the First Aid lessons on it.
- Focus on the tools to prepare your online campaign on World First Aid Day: key messages, posters, pictures, e-learning, e-book, stories...
- After obtaining the necessary permission, consider using some videos produced by other Red Cross or Red Crescent National Societies.
- Explore which digital tools your audience is used to (WhatsApp, Skype etc...).
- Ensure there are opportunities to evolve your first aid messaging over time as a result of audience feedback.
- Plan in advance the way you will measure the effectiveness of your campaign as it is much more difficult than on an on-site event.

### Communication package

The IFRC through the GFARC and the communication department will provide National Societies with the following tools for the WFAD, in partnership with the funny “Daredevil

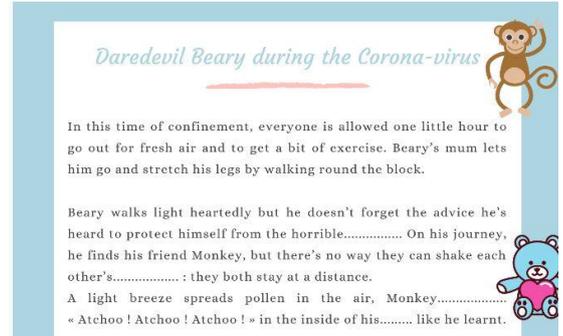


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Beary". Tools are intended to be easy to print and easy to use. Online resources require previous easy online subscription but are accessible to all.

- ✓ Comics on first aid : *The Daredevil Beary*
- ✓ Risk tracking at home
- ✓ Happy families on first aid and prevention
- ✓ House of dangers in the islands
- ✓ Colourings for children
- ✓ Series of online course : adults, children, older people
- ✓ Blended-learning guidance, as case studies
- ✓ Social media tips and assets
- ✓ RED Talk – first aid



Additionally, you can **already use** our [first aid and COVID-19 pack](#), which focuses particularly on children activities but also provide useful guidance for the general public. We also recommend the [Kid activity pack](#) of the Global Disaster Preparedness Center, in which GFARC tools are included. Your National Society will adapt its activities during WFAD according to the situation in its country as regards of Covid-19.



## Timeline

### Pre- Launch:

- Tools available : June 2020



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#### **Launch:**

- World First Aid Day, 12 September, 2020

#### **Report:**

- By National Societies: November 2020

About the [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 international scientific guidelines. The GFARC also focuses on supporting National Societies in 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](#)

About [International Journal of First Aid Education](#): A big thank goes to **IJFAE** for their expertise used to build this document. The Journal, in which GFARC is an editorial board member, identifies effective & evolving methods to support preparedness & resilience. They publish research, articulate new ideas, & challenge current practice. Any potential contributors are invited to collaborate and share knowledge submitting a paper or becoming a peer-reviewer, applying on the website.

**Contact:** [editor@firstaid-revolution.org](mailto:editor@firstaid-revolution.org)

**Twitter:** [IJFAEducation](#)

About the [Federation for Domestic Risk Prevention](#): It gathers the actors of prevention around awareness projects based on imaginative methods, dedicated to different audiences. Their programs have an educational purpose and are adapted to every citizen age group; thus, they provide trainings for children, families, but also, volunteers from associations, teachers and professionals. A famous instructional concept they developed is "[The Daredevil Beary](#)".

**Contact:** [secretariat-general@ffprd.fr](mailto:secretariat-general@ffprd.fr)

**Facebook:** [Federation for Domestic Risk Prevention](#)



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- Key Messages and Actions for COVID-19 Prevention and Control in Schools, March 2020, UNICEF Publication (IFRC and WHO collaboration)
- ERC COVID-19 Guidelines, April 2020, available online with videos <https://www.erc.edu/covid>
- [World Health Organization](https://www.who.int) Statistics



# Case study WFAD

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<b>Title of the activity</b>	<b><i>First Aid Blended Learning (FABL) by Belgian Red Cross, Flanders</i></b>
<b>Target group(s)</b>	Students, Smartphone Users, Governments and private companies
<b>Description</b>	<p>FABL uses an app to bring contextualized and evidence-based First Aid education to a wider audience. FABL makes all First Aid theory accessible in a user-friendly app. The app is accompanied by a specialized methodology for in-class trainings. The app and specialized in-class training methodology combined allow us to offer the highest quality of Basic First Aid training in only 1 day, which reduces costs, as the same resources (trainers &amp; venue) can now use to train far more people.</p> <p>This approach has five major advantages:</p> <ol style="list-style-type: none"><li>1. The number of potential trainees goes up, while costs go down.</li><li>2. The app is equipped with booking and payment tools, which make FABL suited for Commercial First Aid.</li><li>3. The app allows National Societies to send push notifications to the app's users (cfr. First Aid Blended Learning with CoVID-19 content)</li><li>4. The app can also be used as a reference tool and allows users to keep their skills up to date even after their training is finished.</li><li>5. FABL can be used to gather data on First Aid usage in-country</li></ol>
<b>Tools developed for supporting the implementation of the activity</b>	<ul style="list-style-type: none"><li>- Specialized FABL in-class methodology</li><li>- Global Disaster Preparedness Center First Aid Application<ul style="list-style-type: none"><li>o Adapted to the Context (see Rwanda case study)</li><li>o Equipped with a blended learning module (with in-class training after succeeding the online module)</li><li>o <b>Download</b> <a href="#">here</a> and <a href="#">here</a></li><li>o <a href="#">Explanation video</a></li></ul></li></ul>
<b>Outcomes</b>	<ul style="list-style-type: none"><li>- App Content active in Rwanda, Burundi &amp; South Africa</li><li>- App content and in-class training in pilot phase in Rwanda</li></ul>

# Case study WFAD

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## Assumption -

## Difficulties

- Only accessible to people with smartphones and internet
- Materials currently only available in English, French, Kinyarwanda and Portuguese
- If used in Commercial First Aid, a strong business plan and marketing strategy is required

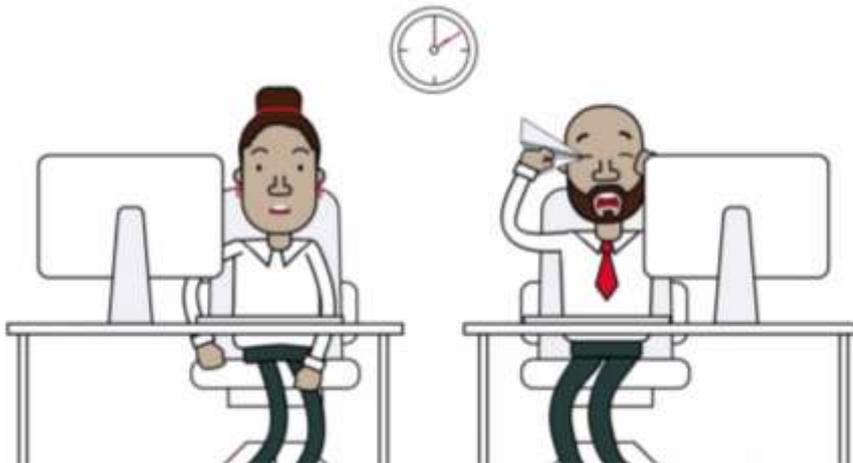
## Contact

Belgian Red Cross - Flanders

Weyenbergh Elke

[elke.weyenbergh@rodekruis.be](mailto:elke.weyenbergh@rodekruis.be)

+32 497 72 50 51



Belgian  
Red Cross  
Flanders

# Case study WFAD

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<b>Title of the activity</b>	<b><i>First Aid Blended Learning with COVID19 content-Rwanda</i></b>
<b>Target group(s)</b>	Students, people with access to a smartphone, SMEs & Enterprises, Governments
<b>Description</b>	<p>In collaboration with Rwanda Red Cross and Belgian Red Cross (Flanders), a new blended learning First Aid training was introduced in Rwanda aiming to make First Aid trainings more scalable. Because the trainee (who can be any person with a smartphone) studies the theory on his/her smartphone the focus during a one day in-class can be fully on practicing First Aid techniques. This training has the great advantage that the trainee has learned to work with the application which enables continuous learning, also after the in-class training is conducted.</p> <p>In March, when COVID19 arrived in Rwanda, the partners quickly made use of the application to spread IFRC validated news/information about the virus. We:</p> <ul style="list-style-type: none"><li>- Implemented COVID19 content in the application</li><li>- Send instant push notifications about COVID19 updates via the application</li><li>- Made a website with the same COVID19 content</li><li>- Setup social media campaigns to reach social media users all over Rwanda</li></ul> <p>In that way, by spreading validated IFRC information on COVID19, we also promoted the First Aid application. We are also increasing the value of our CRM for future selling of FA trainings. This is essential for the national society, because the future revenues of the national society are the guarantee for the continuation of their current activities.</p> <p>Because of the quick response, the accuracy and credibility, the website is until today visited by around 1000 persons a day.</p>
<b>Tools developed for supporting the implementation of the activity</b>	<ul style="list-style-type: none"><li>- Website: <a href="http://www.koronavirusi.rw/english">www.koronavirusi.rw/english</a></li><li>- Global Disaster Preparedness Center First Aid Application (check Rwanda content)<ul style="list-style-type: none"><li>o Adapted to Rwanda Context</li><li>o Adapted to a blended learning module (with in-class training after succeeding the online module)</li></ul></li></ul>
<b>Outcomes</b>	Website 12/06/2020: <ul style="list-style-type: none"><li>- 100 236 visits</li></ul>

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- 43 035 unique visitors
- 500 app installs via the website

## Assumption -

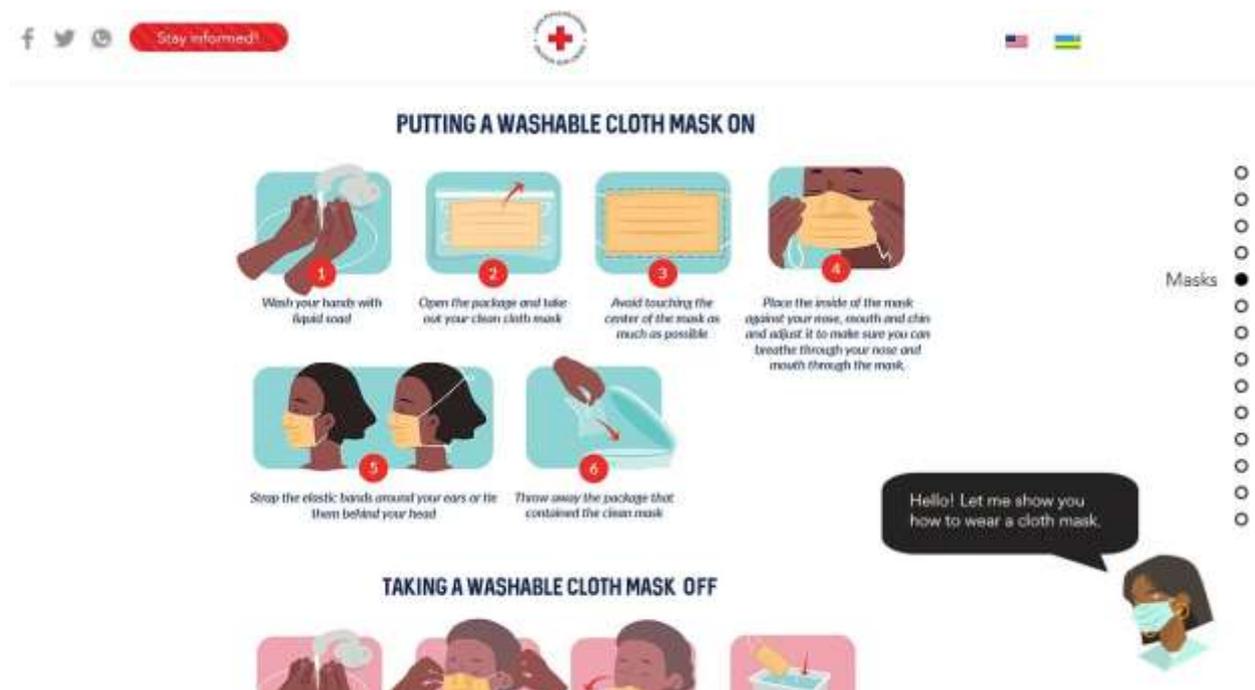
- Only reaching people with access to a smartphone and internet

## Difficulties

- To successfully launched such a platform a decent marketing budget is crucial (at least €1000) + €300 to configure the website
- Template can be copied for free from us + free "How to use/maintain training"

## Contact

Belgian Red Cross - Flanders  
Weyenbergh Elke  
[elke.weyenbergh@rodekruis.be](mailto:elke.weyenbergh@rodekruis.be)  
+32 497 72 50 51



  
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