



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 – on Saturday 8 September 2018

## “You don’t need a license to save lives”

[WFAD Concept note / Paris - Geneva](#) / 18 May 2018

### Introduction

The International Federation of Red Cross and Red Crescent Societies (IFRC) has been the world’s leading first aid trainer and provider for more than 150 years. In 2014, over 15 million people were trained worldwide by 116 National Societies.

First aid skills should be accessible to all as a critical humanitarian act that empowers people to save lives and helps for recovery from sudden illness or injury. Having first aid skills enhances an individual’s capacity to take swift action to reduce or stabilize serious injuries and to improve chances of survival of a casualty.

World First Aid Day (WFAD) is an opportunity to promote and advocate for first aid knowledge and skills for the wider public. WFAD also recognizes the important role that National Red Cross and Red Crescent Societies and other organizations have in providing quality first aid training worldwide as a way of building peoples’ capacity to respond in situations of injury or illness.

### 2018 Theme: First Response to Road Crashes

In response to road traffic crashes taking around 1.25 million lives per year, the theme of WFAD in 2018 is ‘First Response to Road Crashes’. The fact is that most every day, whether as pedestrians, riders, drivers or passengers, each one of us is a road user. And tragically each day, around 3500 people are killed on the road, and tens-upon-tens of thousands more are injured, often with life-changing outcomes.

It is well known that unless timely first aid is provided, many severely injured people do not survive a road crash (WHO, 2004). The application of first aid techniques, in particular the proper positioning of the victim prior to the arrival of the emergency response teams, can mean the difference between life and death.

RC National Societies are a leading provider of first aid and first response training, teaching the techniques and actions necessary for preparedness and immediate response to assist road crash casualties. Such training enhances first response knowledge and skills amongst the general population, drivers, passengers and pedestrians, so that they are able to provide immediate assistance to people injured on roads.

Centre operated by

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## Objectives

Through WFAD, we aim to:

- raise awareness about the global scale of road crash death and injury;
- encourage people of all ages to learn first aid / first response techniques so that they have the skills and confidence to address emergency situations at the scene of a road crash;
- advocate with authorities to include first aid / first response training as a mandatory component of driver license training;

## Facts and figures

- Road traffic injuries claim more than 1.34 million lives each year and have a huge impact on health and development.
- Globally the consequences of the injuries and fatalities caused by road traffic crashes cost governments approximately 3% of GDP.
- Road traffic injuries are the leading cause of death among young people aged between 15 and 29 years.
- One of the most common causes of death for road crash casualties is anoxia, a lack of oxygen supply caused by a blocked airway.<sup>1</sup>
- Road crashes cost low and middle-income countries USD \$65 billion annually, exceeding the total amount received in developmental assistance.<sup>2</sup>
- Low and middle-income countries are affected the worst, with double the fatality rates of high-income countries and 90% of global road traffic deaths.
- Road traffic crashes rank as the 9th leading cause of death and account for 2.2% of all deaths globally<sup>3</sup>, and are predicted to become the seventh leading cause of death by 2030.<sup>4</sup>

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<sup>1</sup> [https://www.grsroadsafety.org/wp-content/uploads/EN\\_FA\\_RS\\_manual\\_webversion.pdf](https://www.grsroadsafety.org/wp-content/uploads/EN_FA_RS_manual_webversion.pdf)

<sup>2</sup> <http://asirt.org/initiatives/informing-road-users/road-safety-facts/road-crash-statistics>

<sup>3</sup> <http://asirt.org/initiatives/informing-road-users/road-safety-facts/road-crash-statistics>

<sup>4</sup> [http://www.who.int/violence\\_injury\\_prevention/road\\_safety\\_status/2015/en/](http://www.who.int/violence_injury_prevention/road_safety_status/2015/en/)

## Key messages

***It is essential to teach the community the techniques and actions necessary for preparedness and immediate response to assist road crash casualties*** when they find themselves in the position of bystanders. It is intended to enhance first response knowledge and skills amongst the general population, drivers, passengers and pedestrians, so that they are able to provide immediate assistance to people injured on roads.

***On average, it takes less than four minutes for a blocked airway to be fatal.*** Even in areas with highly structured emergency services, the norm for ambulance response to a road crash is ten minutes. It is well known that unless timely first aid is provided, many severely injured people do not survive. For this reason, official institutions should be pushed to make first aid training mandatory in educational facilities and as a standard component of driver licence testing.

***The provision of emergency trauma care services has also been shown to be important in mitigating the adverse consequences of road traffic crashes.*** In accordance with the "golden hour" principle, people involved in road crashes stand a much greater chance of surviving and recovering from severe injuries if lifesaving measures are immediately applied and followed by quality medical attention. Immediate on-the-scene rescue and assistance is vital, especially if emergency care response is absent or significantly delayed. First responder and first aid training and relevant education stand at the forefront in the chain of casualty management and medical attention. People well trained in first response can provide lifesaving assistance at the scene of a road crash. The quality of the first response strongly depends on adequate training.

***Road traffic injuries are a leading cause of preventable death.*** Many high-income countries have managed to break the link between rising motorization and road traffic deaths, with some managing to dramatically reduce such deaths. These achievements are the result of making infrastructure safer, improving the safety of vehicles, and implementing a number of other interventions known to be effective at reducing road traffic injuries. Having good quality data to monitor the impact of these efforts is also critical to demonstrating their success.<sup>5</sup>

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<sup>5</sup> [http://www.who.int/violence\\_injury\\_prevention/road\\_safety\\_status/2015/en/](http://www.who.int/violence_injury_prevention/road_safety_status/2015/en/)

## Communication package

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

- ✓ Poster and leaflet with 10 advices
- ✓ Picture frame
- ✓ Test: “You do not need a license to save lives”
- ✓ Manual of the training “First response to road crashes”
- ✓ Pledge card
- ✓ Spots
- ✓ Infographics
- ✓ Social media tips
- ✓ Web page
- ✓ Press release template for NS
- ✓ Communication tool kit

## Timeline

Pre- Launch:

- Tools available : June 2018

Launch:

- World First Aid Day, 8 September, 2018

Report:

- By National Societies: November 2018

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 inter-national 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.

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Facebook: [Global First Aid Reference Center](#)

About the [Global Road Safety Partnership \(GRSP\)](#): The GRSP is hosted by the International Federation of the Red Cross and Red Crescent Societies. Its [Members](#) are made up of leading multi- and bi-lateral development agencies, governments, businesses and civil society organizations. Its role is to create and support multi-sector road safety partnerships that are engaged with front-line good practice road safety interventions in countries and communities throughout the world. It plays a role in capacity building and training of road safety practitioners, engages actively in advocacy at all levels and provides road safety programme coordination at the global level.

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