

Media Report, Screenshot and Posts for World Restart a Heart Day 2019

UPDATE 30/10/2019

Contents

Top posts	1
Toolpack	3
International newsletters.....	3
GFARC facebook page (6010 followers)	3
Youtube video	14
IFRC post.....	15
French Red Cross	18
Partners in websites	19
Philips Foundation	20

Summary

- 1. Number of people trained (if aware):** 2000 *Refer to GFARC Field report*
- 2. Number of people reached by awareness campaigns / social media (if aware):** 46 598
- 3. If you used a social media hashtag other than the official one (#worldrestartaheart), please tell us the name and the reach of that hashtag**

 # used: #worldrestartaheart, #WRAH #2019WRAH, #CPR, #InternationalEvent. We were little bite confused on the hashtag guidance so we used various.
- 4. If you created a video and shared it on social media, please tell us the reach of that video (e.g. number of views, impressions):** 8047 views (see section)
- 5. Any other important information (please be brief):** A great success and engagement on our channels!
- 6. Your best picture showing training in an iconic venue**

Burkina Faso activity (Ouagadougou)



7. We authorize our partners to share that summary and other informations related to our campaign on the web using #GFARC if possible.

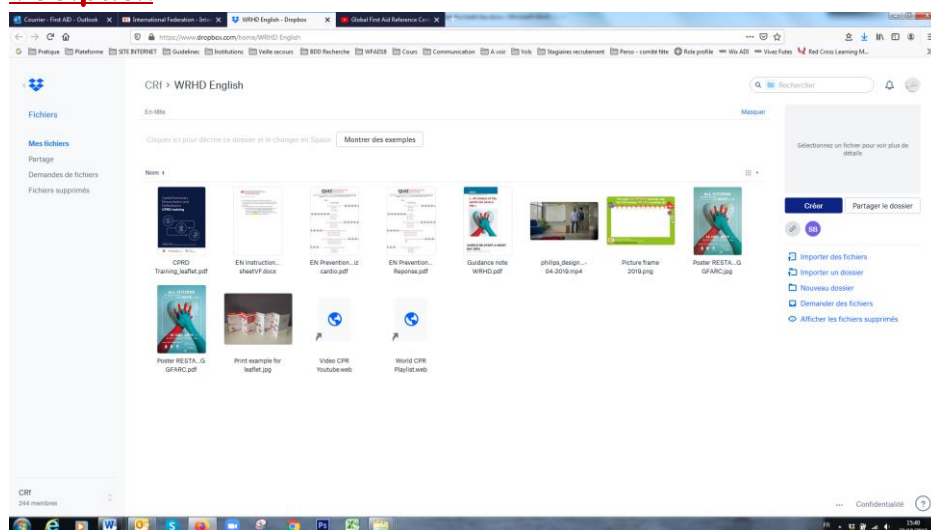
Top posts

[INTERNATIONAL EVENT] - Today is the launch of World Re-Start a Heart Day! [#WRAH2019](#) [#CPR](#) [#GetTrainedToday](#) [#PublicEvent](#) - [Global First Aid Reference Centre](#) [ILCOR](#) [ERC](#) - [European Resuscitation Council](#) & [Philips Foundation](#) are very pleased to organized this with Red Cross/Red Crescent Networks and National Resuscitation Council!

[ANOUNCEMENTS] In partnership with [Philips Foundation](#) GFARC is glad to organize World Re-Start a Heart Day Activities in Niamey ([Croix-Rouge nigérienne - Page](#)) and Ouagadougou ([Croix-Rouge Burkinabe](#)) 📺😊❤️📺📺
[#CPR](#) [#Videos](#) [#Game](#) [#FirstAidForAll](#)

All world citizens can save a life. That's why the Philips Foundation and [#RedCross](#) are celebrating World Restart a Heart Day by announcing events in Niger (Oct-24) and Burkina Faso (Oct-25) to provide [#CPRD](#) training and significantly increase chances of survival [#WRAH2019](#)

Toolpack



[Toolpack Niger/Toolpack Burkina Faso/Toolpack English/Toolpack French](#)

Estimated to **200 complete downloads**

International newsletters

- GFARC Newsletter (191 countries), Newswire(191 countries), AP Health (38 countries), IFRC Health (191 countries)

Our focal points are supposed to disseminate that to their national network our communicators and trainer.

- French Red Cross newsletter: **13 000 first aiders**

GFARC facebook page (6010 followers)

<https://www.facebook.com/GlobalFirstAidReferenceCentre/>

One more post planned on the 31st October

Photo album planned on our event in Niger & Burkina

Video to be post on testimonies

CPR Philips Video to be post

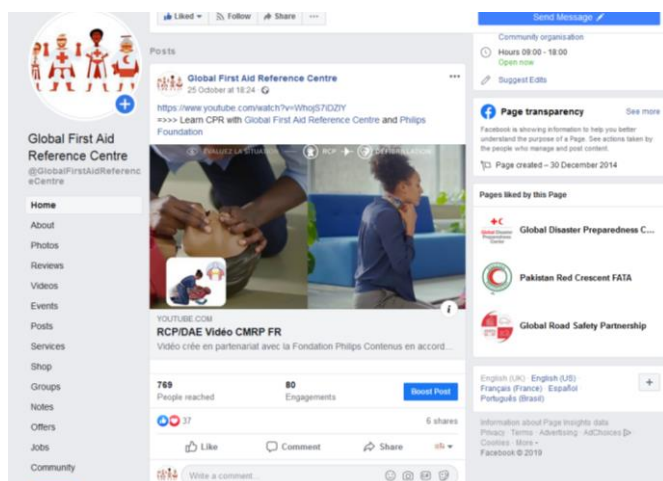
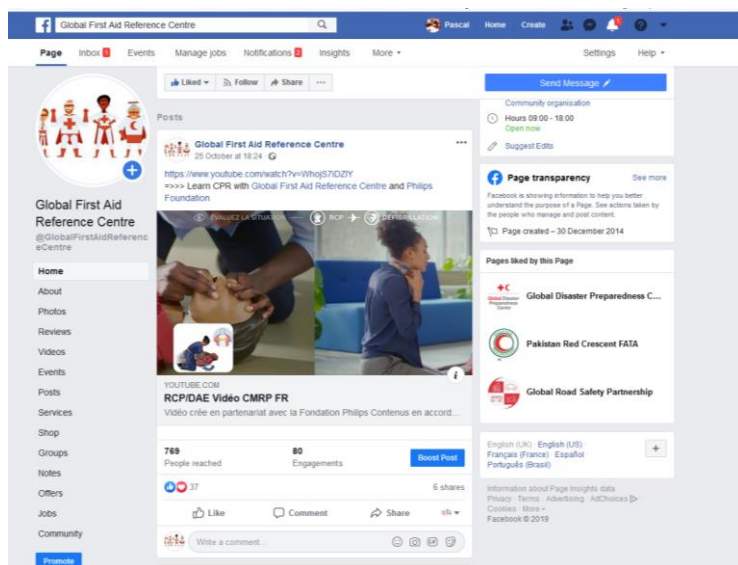
Name of the post	Date	Likes	Comments	Shares	People reached	Engagements
Cover photo	02/10	81	812	60	7629	420



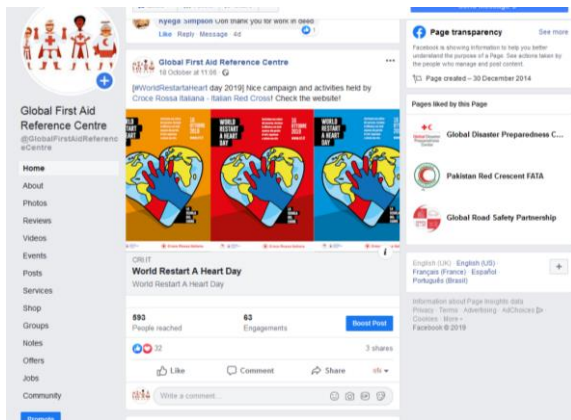
<u>Video CPR</u>	25/10	37	0	6	769	80
<u>Announcement of the event with Burkina Faso Red Cross</u>	25/10	22	0	2	929	53
<u>Announcement WRAH Advert for Italian RC</u>	18/10	32	0	3	593	63
<u>Video CPR</u>	17/10	15	0	9	474	80
<u>Video CPR</u>	16/10	11	0	1	245	32
<u>Event in France-GFARC</u>	16/10	38	0	6	1322	88
<u>Poster</u>	16/10	25	0	0	507	40
<u>Video CPR</u>	16/10	43	0	23	1322	199
<u>Poster (Hungarian Red Cross)</u>	16/10	28	0	5	1044	57
<u>Video from sri lanka</u>	11/10	26	2	7	846	77
<u>Tool pack</u>	10/10	29	2	3	813	79
<u>Tool pack</u>	07/10	13	0	1	379	33
<u>Video Japanese Red Cross</u>	06/10	36	0	17	893	108
<u>Post (photo) for Niger</u>	06/10	41	0	2	781	74
<u>Tool pack</u>	04/10	30	0	5	726	82
<u>Announcement statut for event in Niger</u>	02/10	10	0	0	438	14

and Burkina						
ILCOR Material	23/09	39	0	3	814	106
ILCOR website	07/09	14	1	4	379	43
Challenge Chain of survival	05/09	7	0	0	507	26
ERC event page for WRHA	05/09	18	0	3	576	48
TOTAL		595	817	160	21986	1802

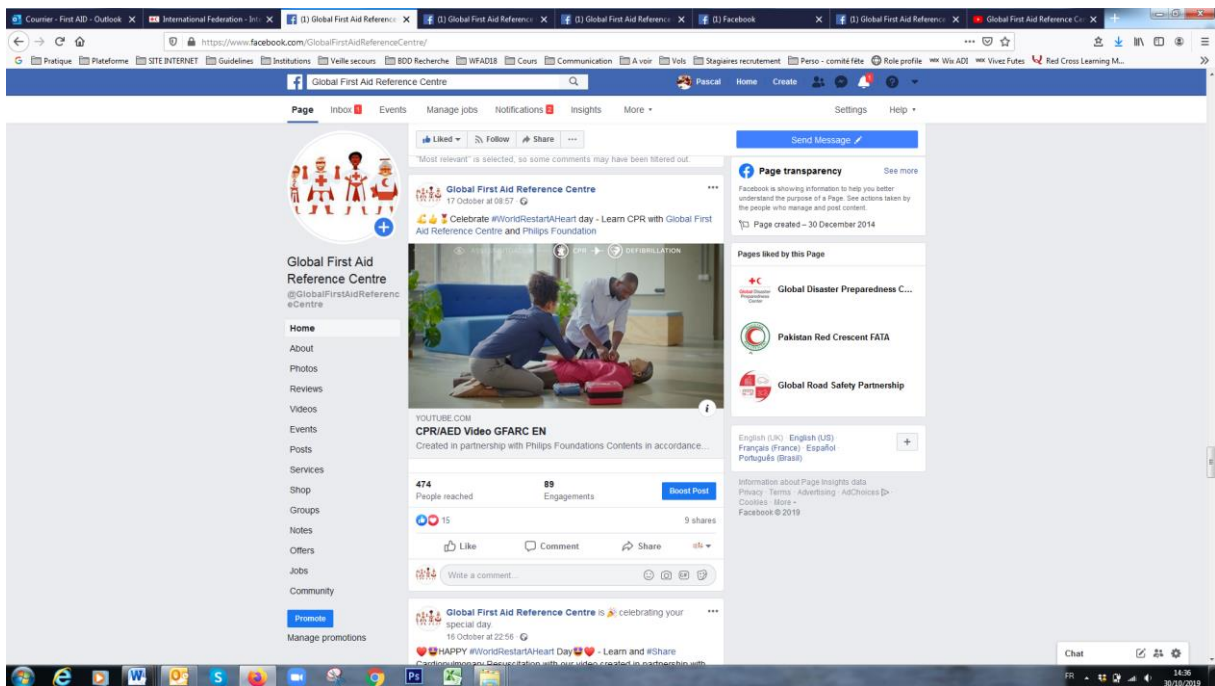
- **2 post 25th October**



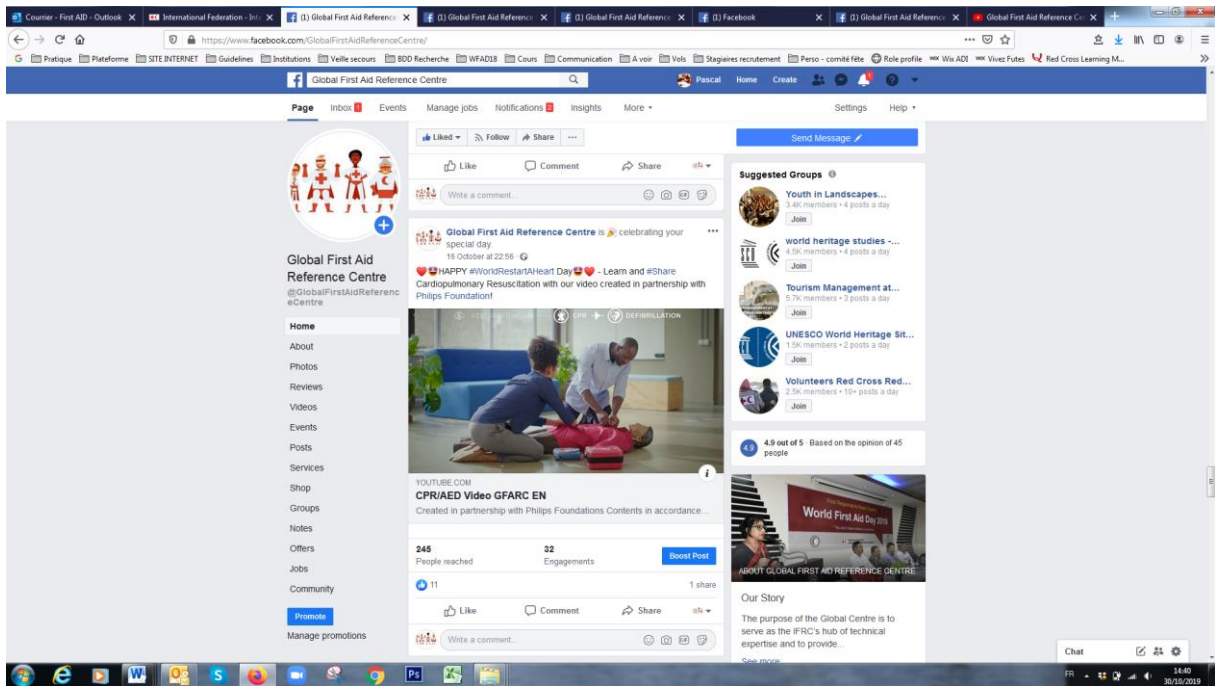
- **18th October**



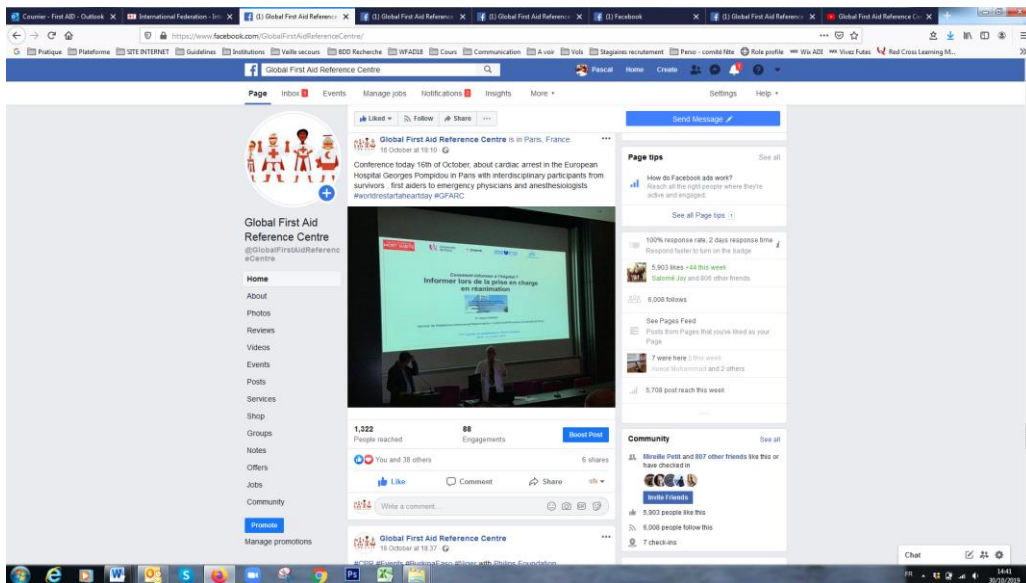
- **17th October**



- **5 posts on the 16th**



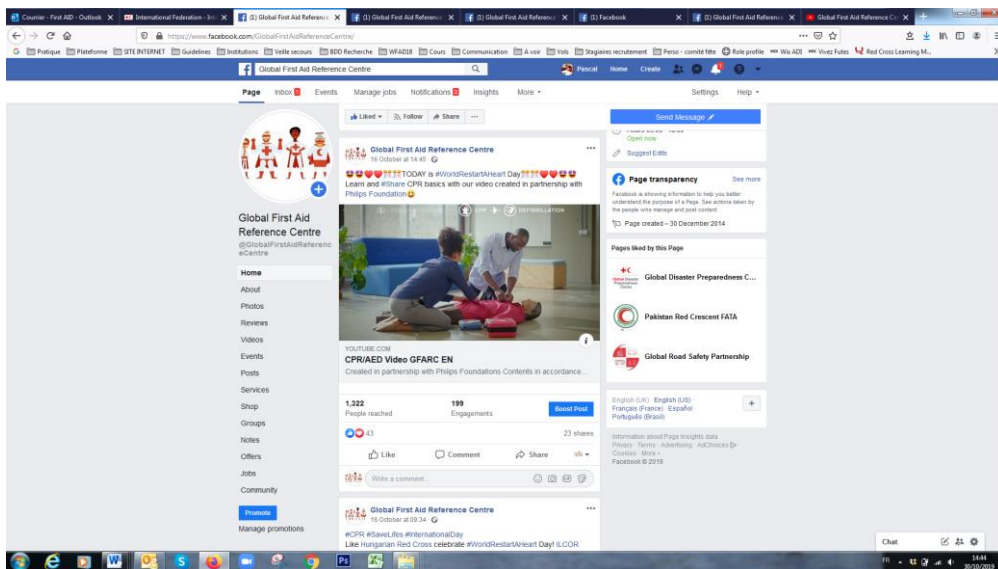
The screenshot shows the Facebook page of the Global First Aid Reference Centre. The page header includes the name and a search bar. The main content area features a post from October 16, 2019, celebrating World Restart a Heart Day. The post includes a video thumbnail showing two people performing CPR on a mannequin. The post text mentions a partnership with Philips Foundation and includes the hashtag #WorldRestartaHeartDay. The post has 245 people reached and 32 engagements. To the right, there is a 'Suggested Groups' section with various groups like 'Youth in Landscapes...', 'world heritage studies...', 'Tourism Management at...', 'UNESCO World Heritage Sit...', and 'Volunteers Red Cross Red...'. The bottom of the page shows a taskbar with various application icons.



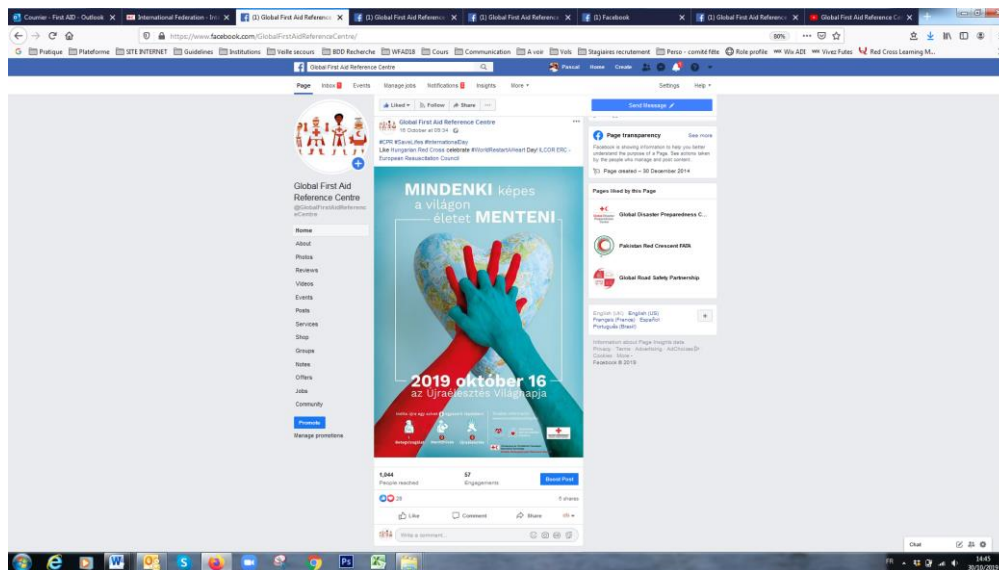
This screenshot shows another post from the Global First Aid Reference Centre Facebook page, dated October 16, 2019. The post is about a conference held at the European Hospital Georges Pompidou in Paris, focusing on cardiac arrest and resuscitation. The post includes a video thumbnail showing a presentation slide titled 'Informez-vous de la prise en charge en réanimation'. The post has 1,222 people reached and 88 engagements. To the right, there is a 'Page tips' section with advice on how to use Facebook ads and a 'Community' section showing a post from a user named 'Mikaela Prett'.



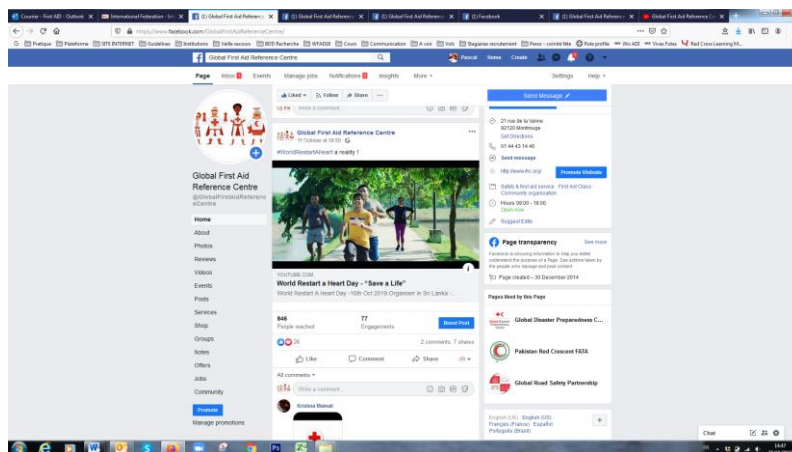
The screenshot shows the Facebook page of the Global First Aid Reference Centre. The main post is a graphic for "16 OCT 2019 World Restart a Heart day" featuring a heart shape made of hands in various colors. The text on the graphic says "ALL CITIZENS of the world can SAVE a life". The post is from the Philips Foundation and mentions that all world citizens can save a life, which is why the Philips Foundation and International Federation of Red Cross and Red Crescent Societies are celebrating World.



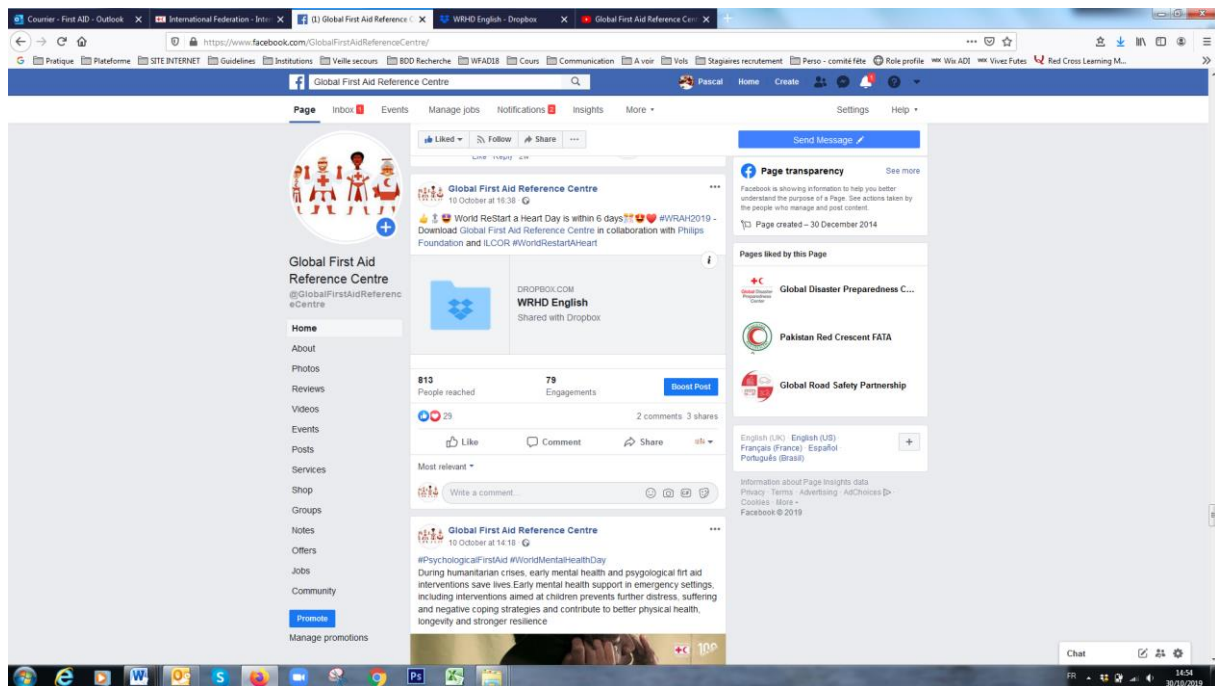
The screenshot shows the Facebook page of the Global First Aid Reference Centre. The main post is a video titled "CPR/AED Video GFARC EN" created in partnership with Philips Foundations. The video shows two people practicing CPR on a mannequin. The post has 1,322 people reached and 199 engagements. The post is from the Philips Foundation and mentions that all world citizens can save a life, which is why the Philips Foundation and International Federation of Red Cross and Red Crescent Societies are celebrating World.



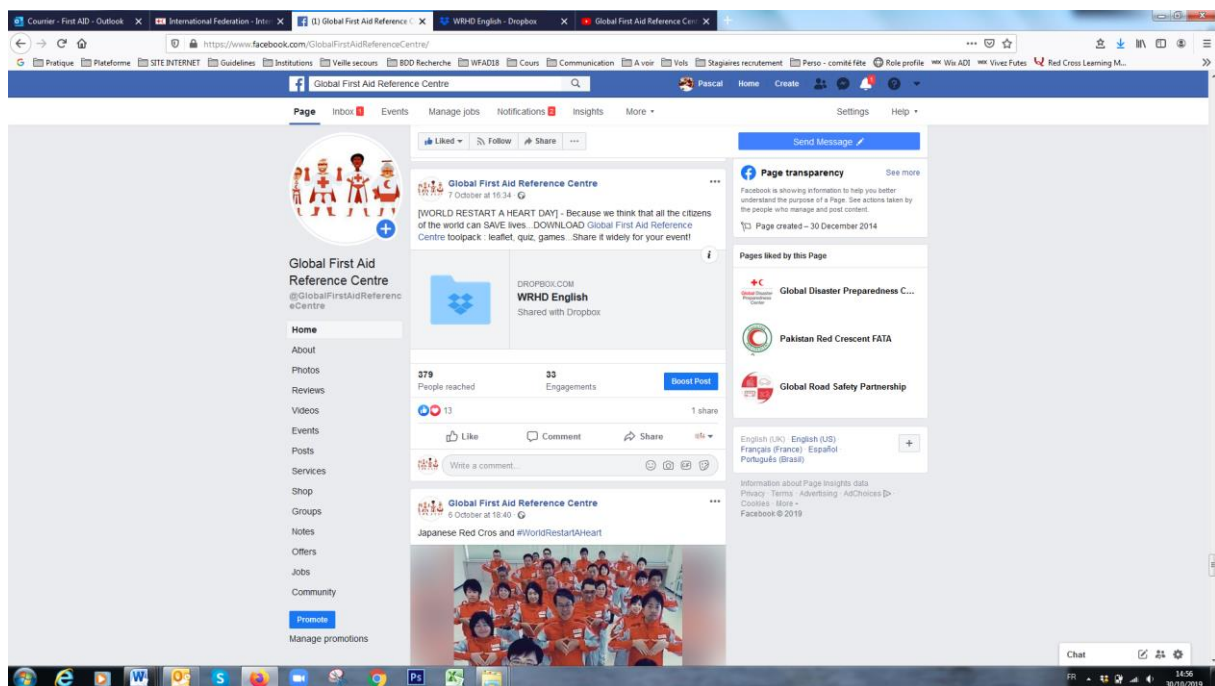
2 posts - 11th October



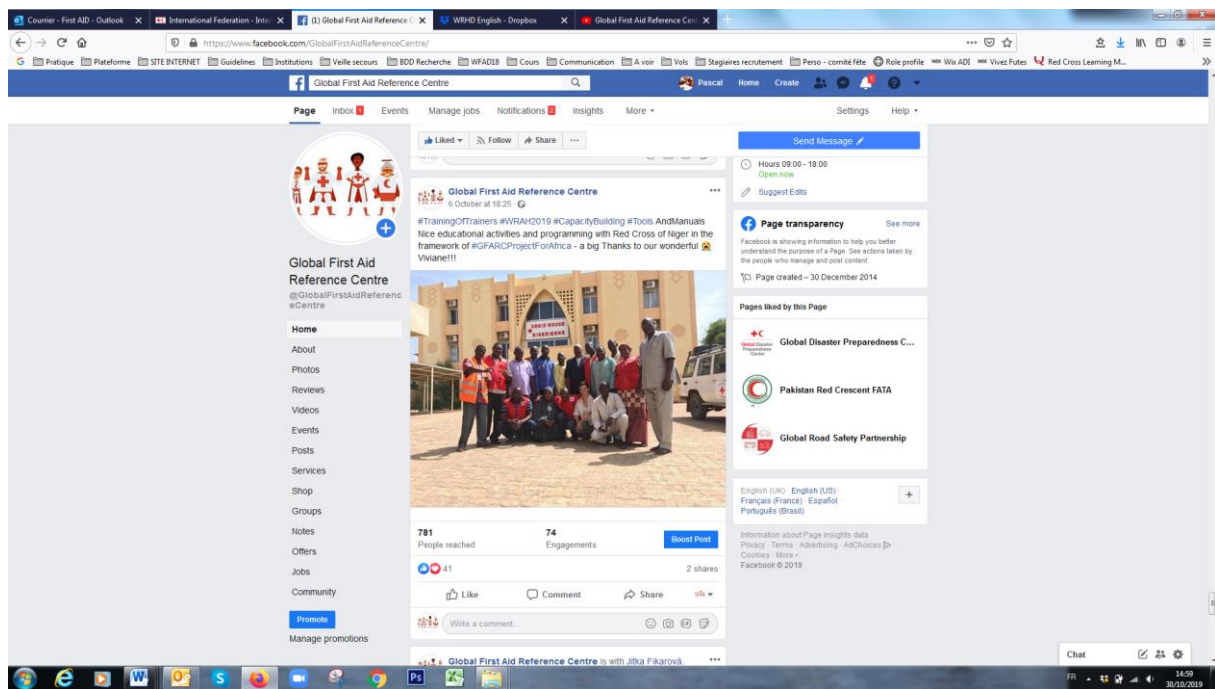
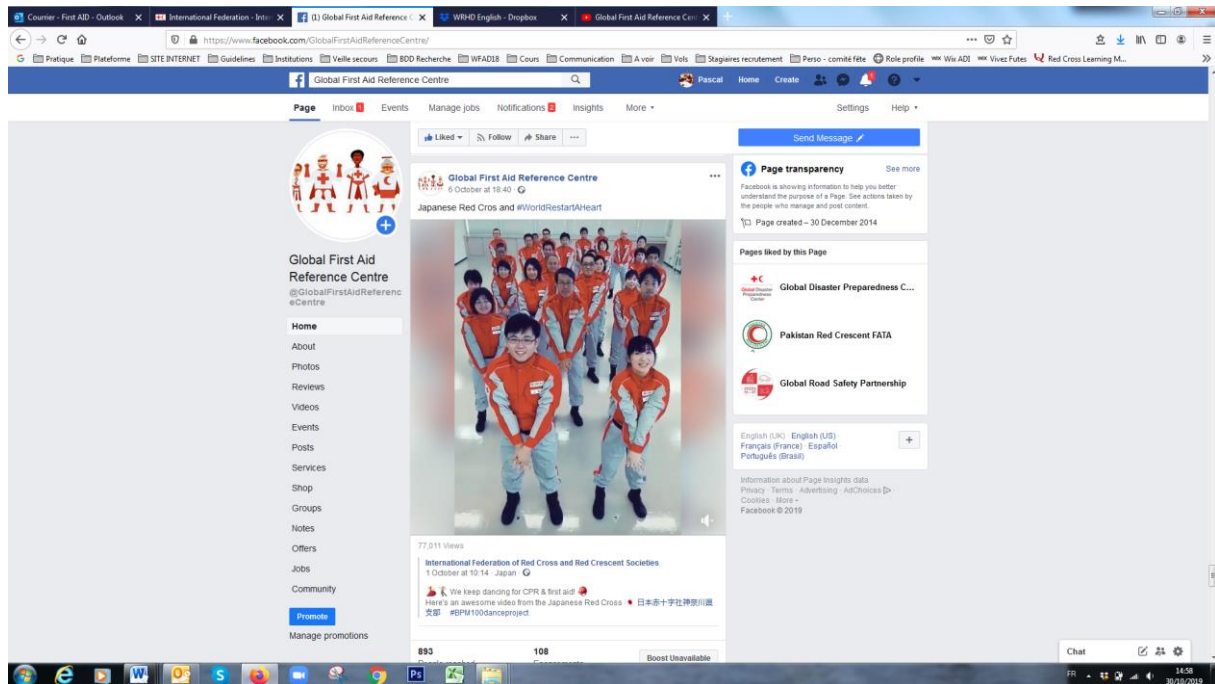
10th October



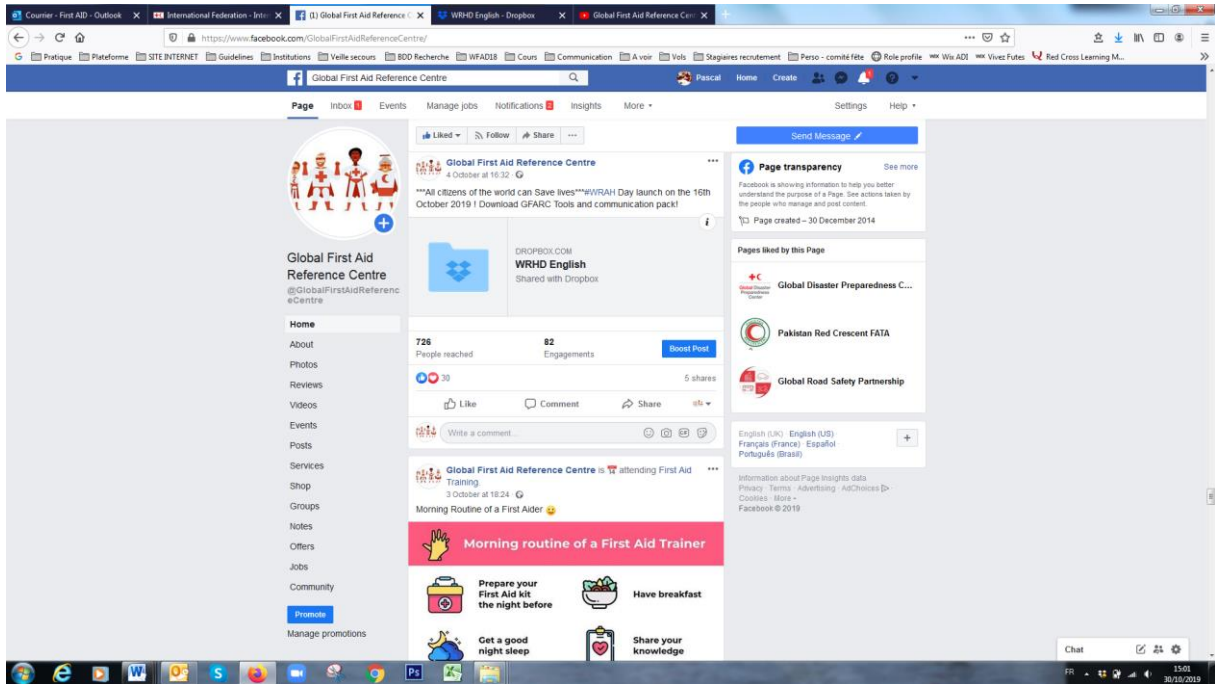
7th October



- **2 posts 6th October**

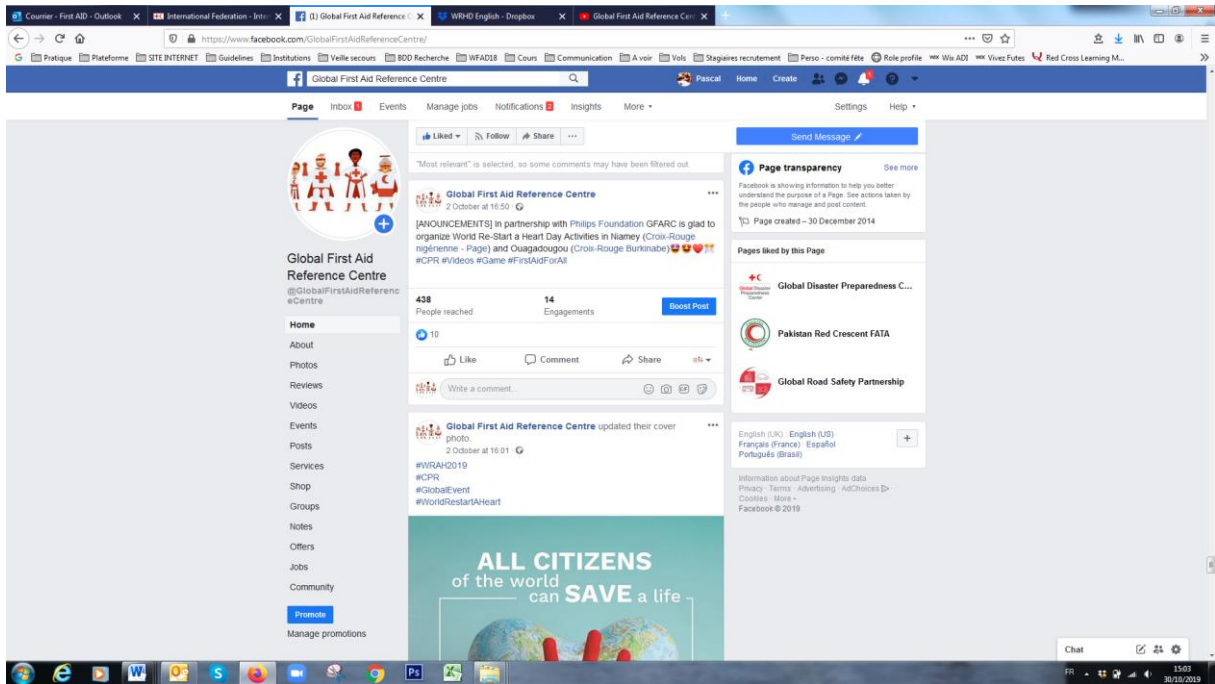


4th October



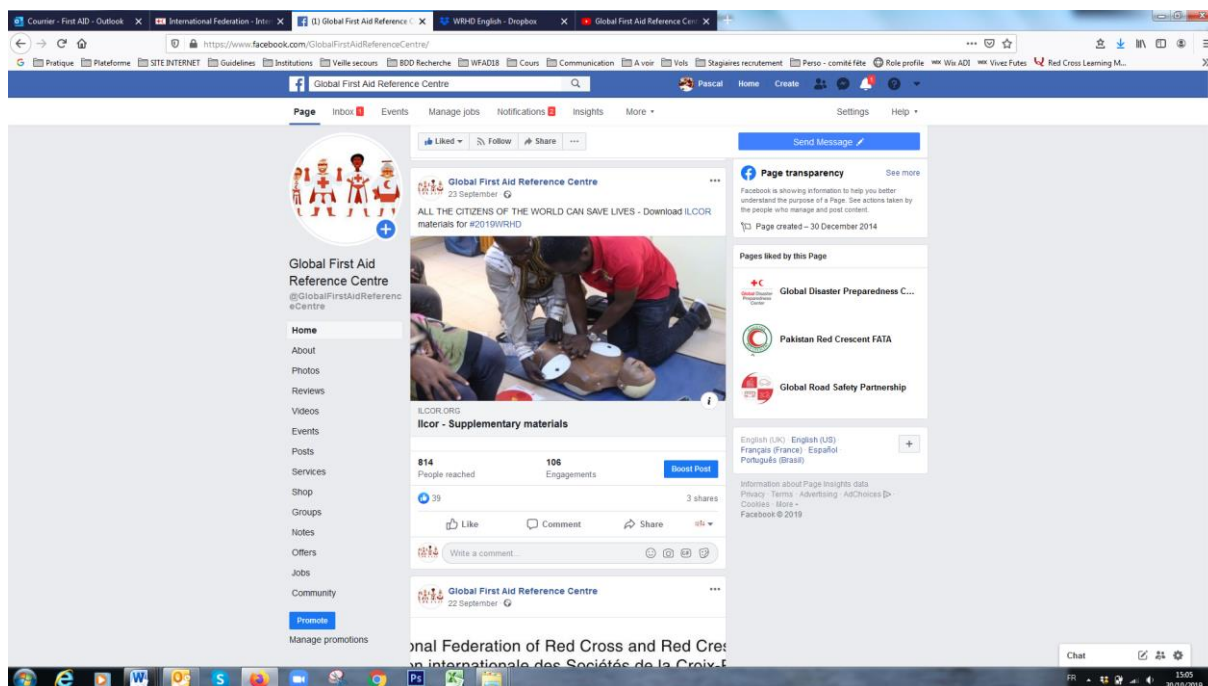
The screenshot shows the Facebook page of the Global First Aid Reference Centre. The page has a blue header with the name and a search bar. The main content area shows a post from October 4th at 15:32 with the text: "All citizens of the world can Save lives! WRAH Day launch on the 16th October 2019! Download GFARC Tools and communication pack!". Below this is a post from October 3rd at 18:24 titled "Morning routine of a First Aid Trainer" with a graphic showing a person preparing a first aid kit, having breakfast, getting a good night sleep, and sharing knowledge. The page also shows a sidebar with navigation links and a right-hand column with page transparency and pages liked by this page.

2nd October

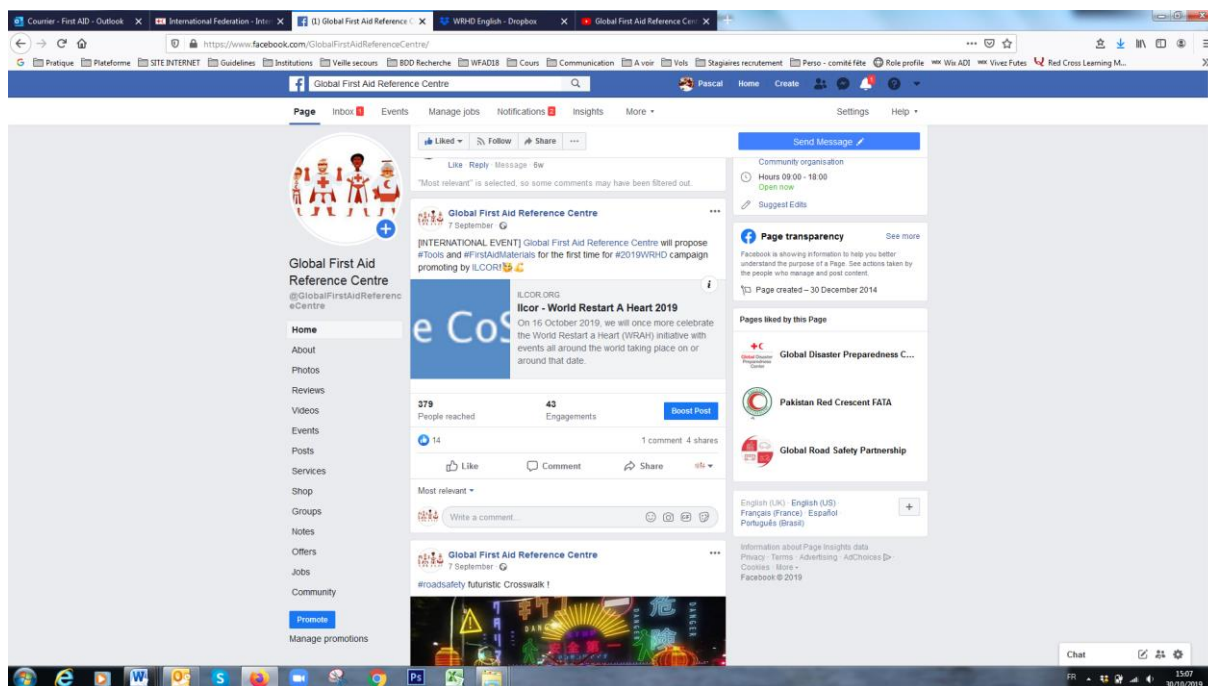


The screenshot shows the Facebook page of the Global First Aid Reference Centre. The page has a blue header with the name and a search bar. The main content area shows a post from October 2nd at 15:50 with the text: "Most relevant" is selected, so some comments may have been filtered out. Below this is a post from October 2nd at 15:50 titled "ANNOUNCEMENTS" in partnership with Philips Foundation GFARC is glad to organize World Re-Start a Heart Day Activities in Namay (Croix-Rouge nigérienne - Page) and Ouagadougou (Croix-Rouge Burkina). The page also shows a sidebar with navigation links and a right-hand column with page transparency and pages liked by this page.

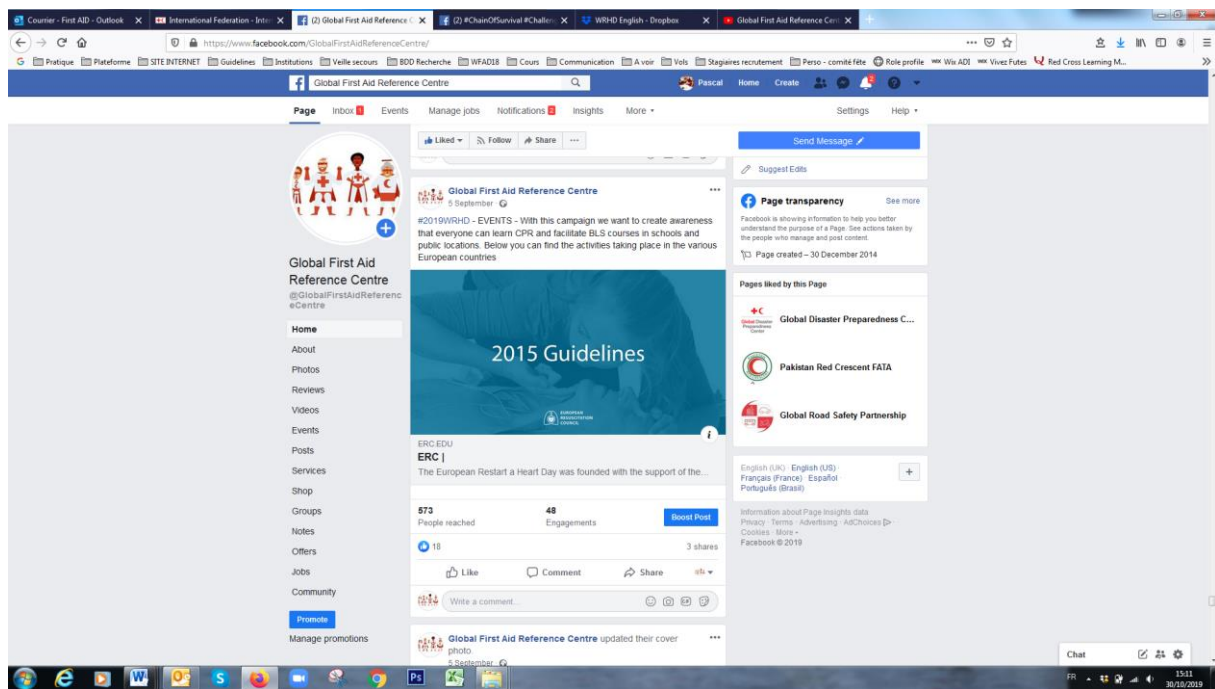
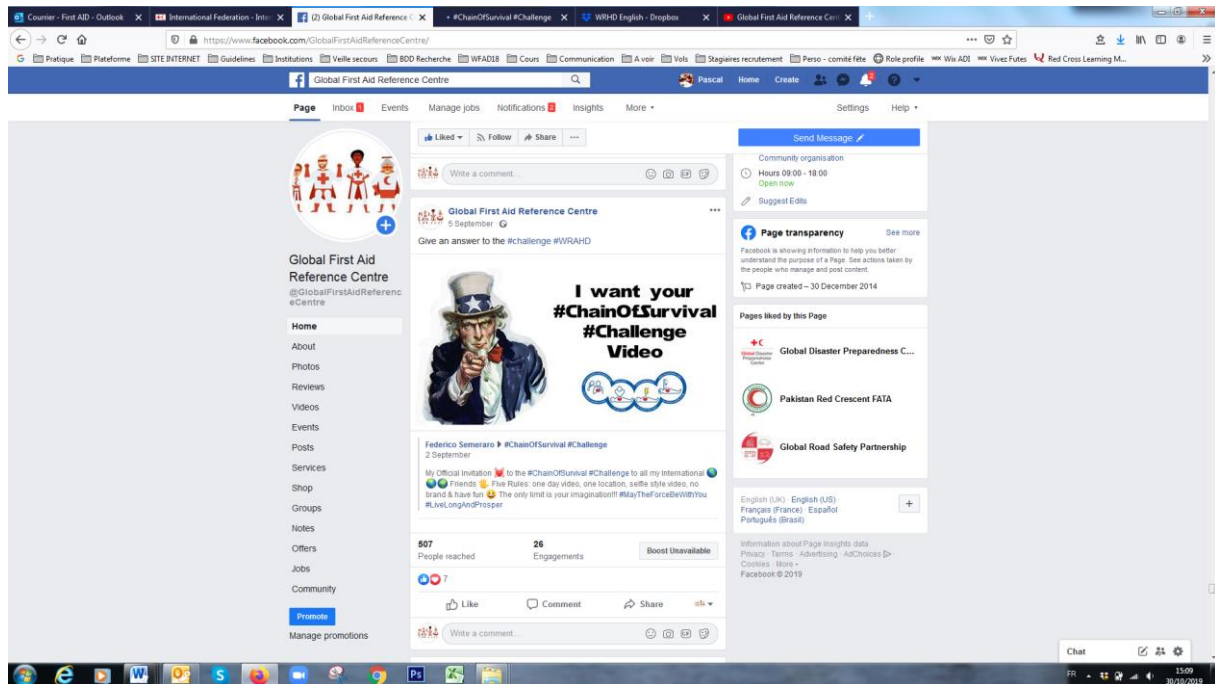
23 September



7 September



2 post 5 september

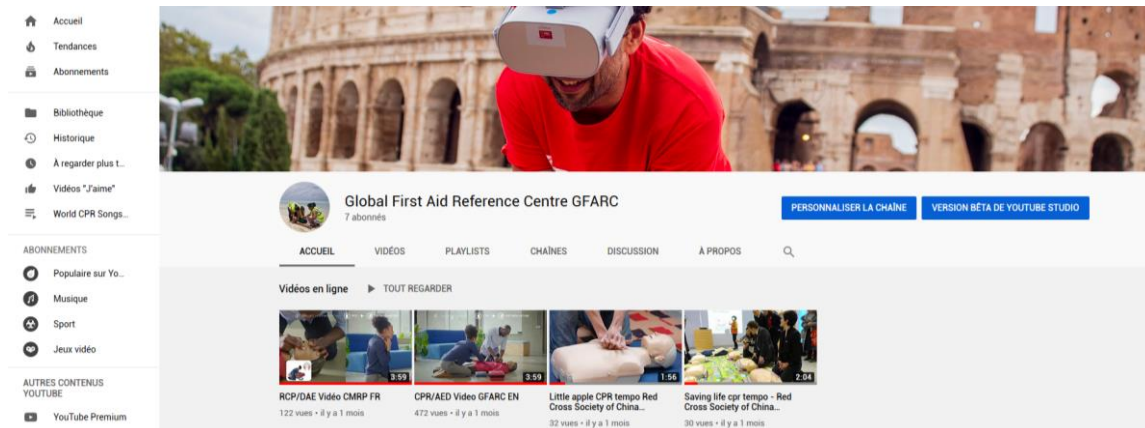


Youtube video

https://www.youtube.com/channel/UCXvKVyDA68DQzDDBatLmfvg?view_as=subscriber



International Federation
of Red Cross and Red Crescent Societies
Global First Aid Reference Centre

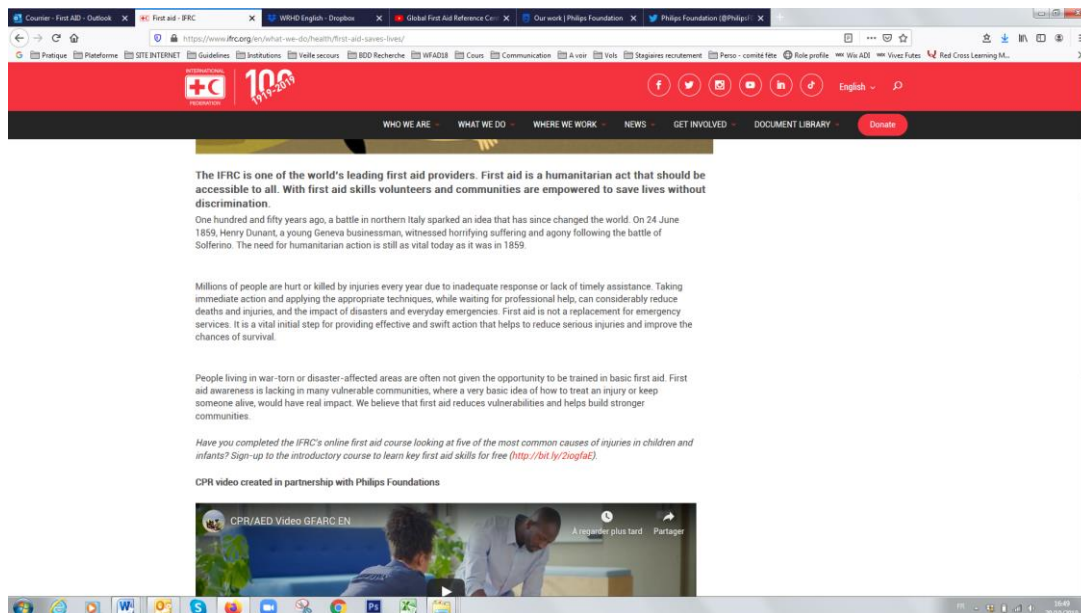


Views

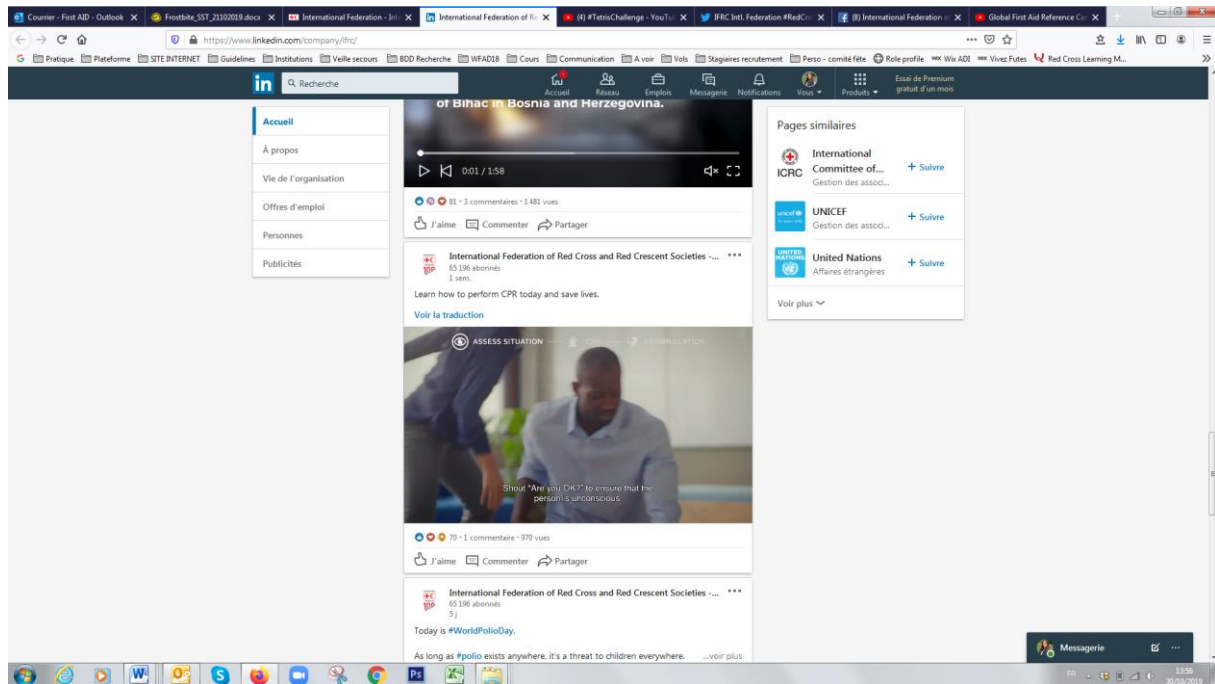
Facebook	Youtube	Twitter	Linkedin	Dropbox
4594	594	994	970	895
				8047

IFRC post

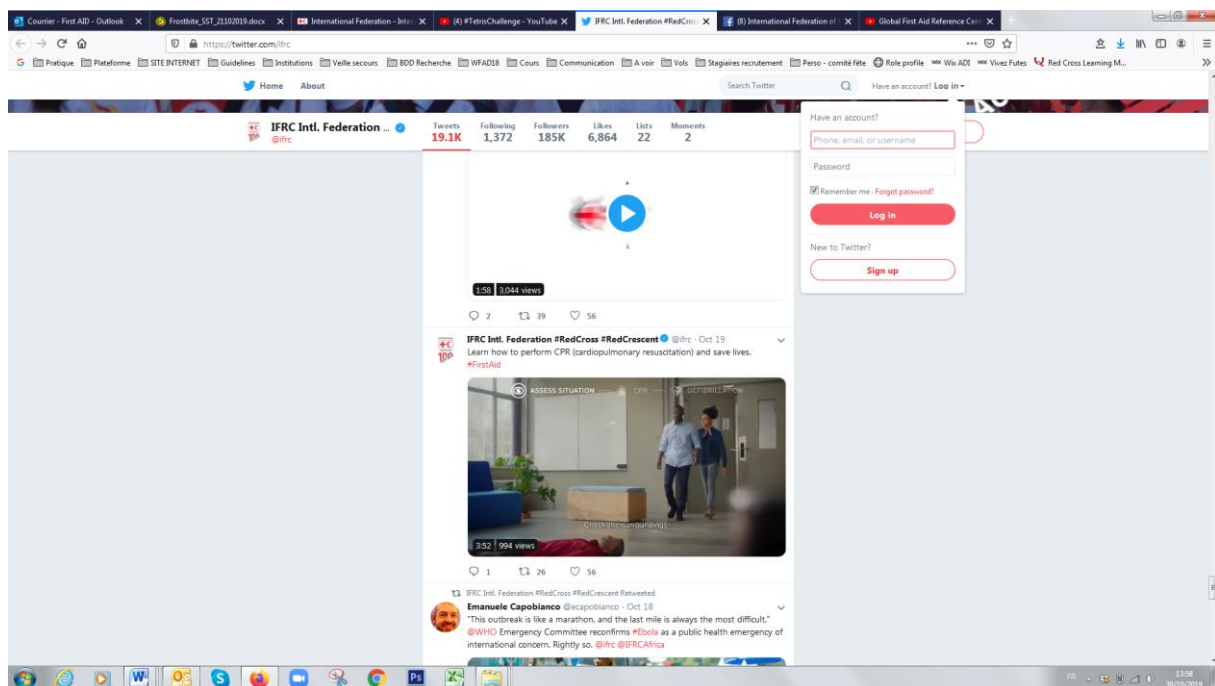
International Website: <https://www.ifrc.org/en/what-we-do/health/first-aid-saves-lives/>



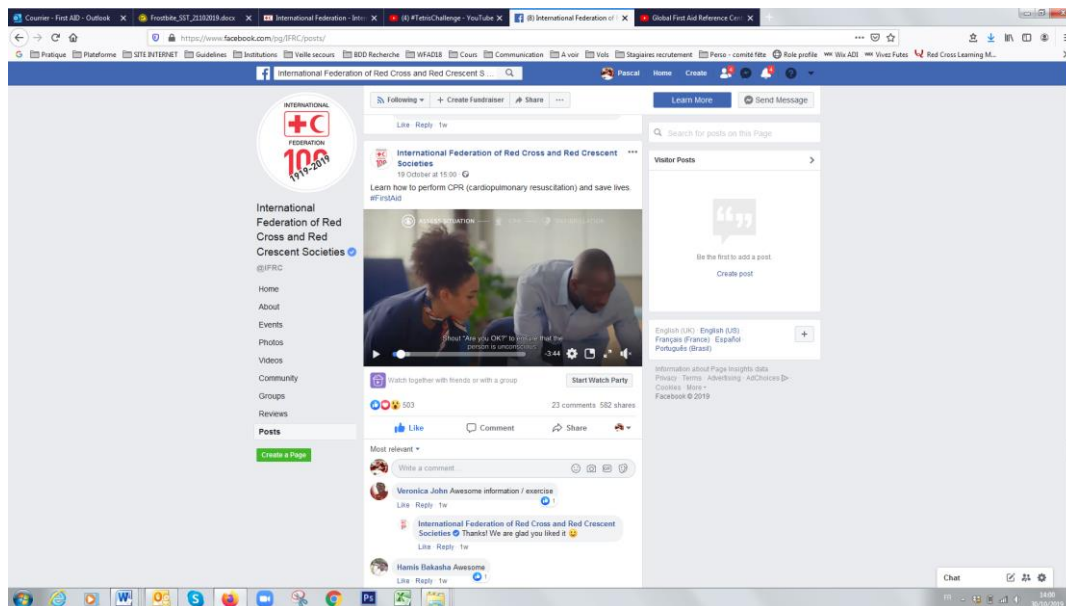
Linkedin page: <https://www.linkedin.com/company/ifrc/>



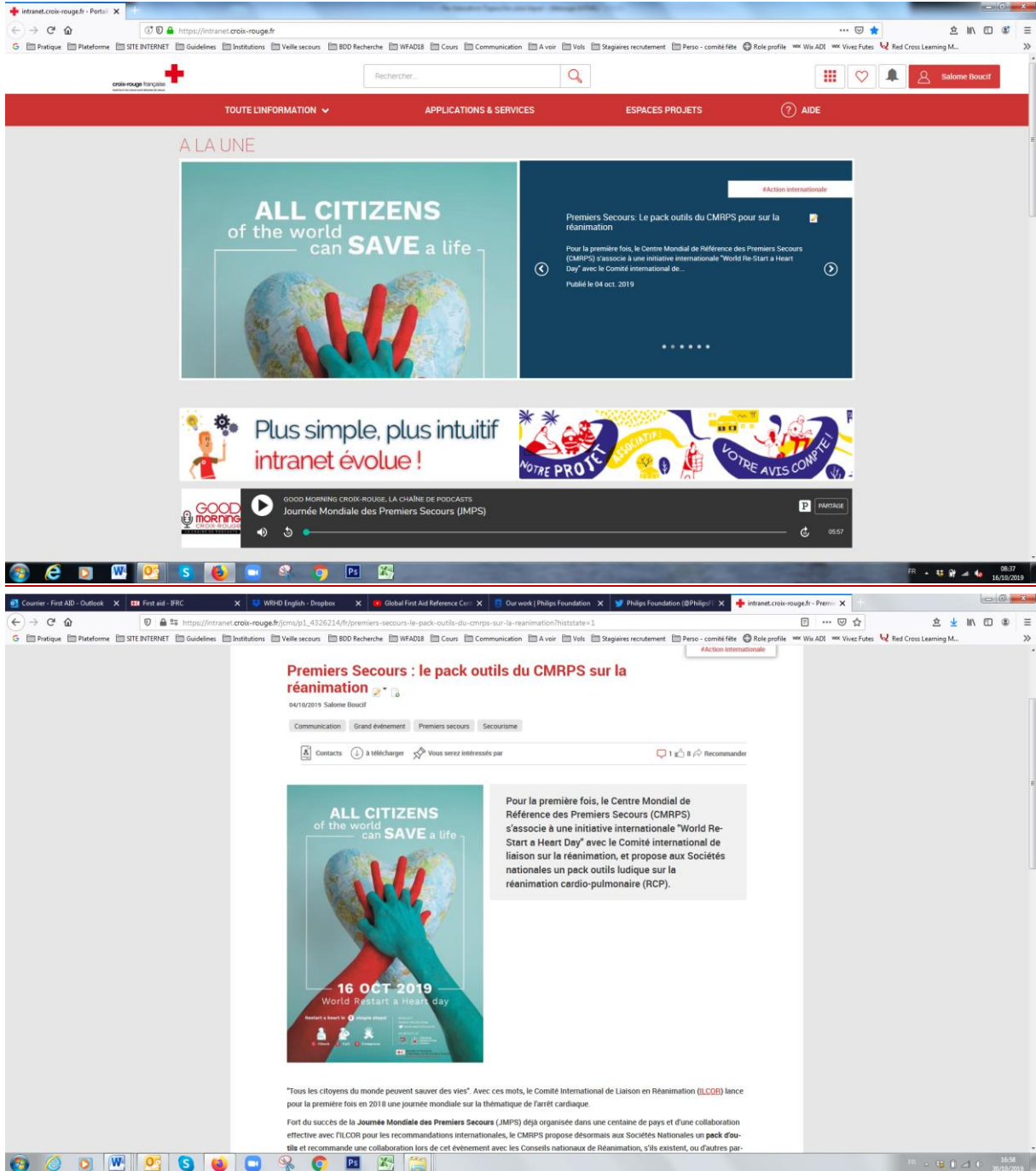
Twitter : <https://twitter.com/ifrc>



Facebook page: <https://www.facebook.com/pg/IFRC/posts/>



French Red Cross



The screenshot displays the French Red Cross intranet portal. The top navigation bar includes links for 'Pratique', 'Plateforme', 'SITE INTERNET', 'Guidelines', 'Institutions', 'Veille secours', 'BOD Recherche', 'WFAD08', 'Cours', 'Communication', 'A voir', 'Vols', 'Stagiaires recrutement', 'Perso - comité fédération', 'Role profile', 'Wu ADI', 'Viver Futes', and 'Red Cross Learning M...'. A search bar is located in the center of the header.

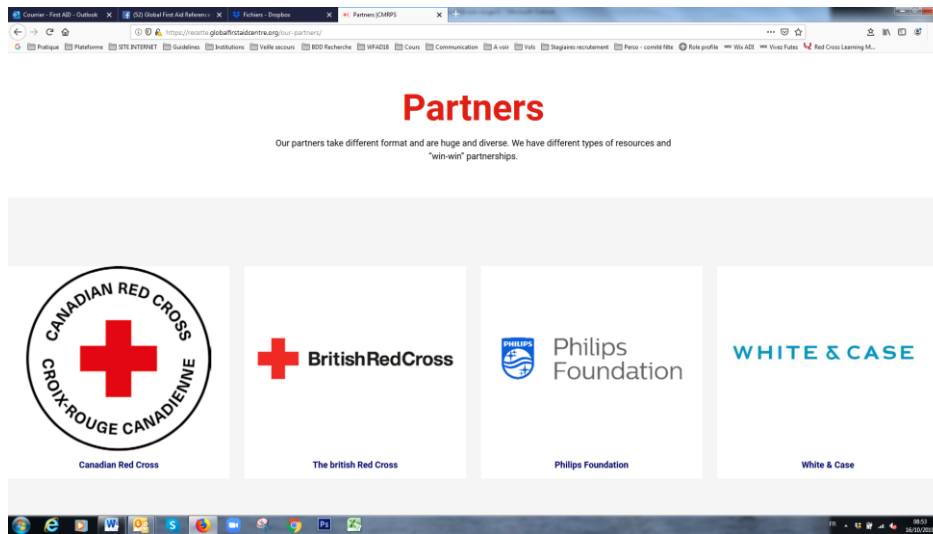
The main content area features a 'A LA UNE' section with a large banner titled 'ALL CITIZENS of the world can SAVE a life' showing hands forming a heart over a globe. Below this, there is a news article titled 'Premiers Secours : le pack outils du CMRPS sur la réanimation' dated 04/10/2019 by Salomé Boucif. The article text states: 'Pour la première fois, le Centre Mondial de Référence des Premiers Secours (CMRPS) s'associe à une initiative internationale "World Re-Start a Heart Day" avec le Comité international de liaison sur la réanimation, et propose aux Sociétés nationales un pack outils ludique sur la réanimation cardio-pulmonaire (RCP)'. The article includes a thumbnail image of the 'ALL CITIZENS' banner and a '16 OCT 2019 World Restart a Heart day' graphic.

At the bottom of the page, there is a footer with the text: 'Tous les citoyens du monde peuvent sauver des vies'. Avec ces mots, le Comité international de Liaison en Réanimation (ILCOR) lance pour la première fois en 2018 une journée mondiale sur la thématique de l'arrêt cardiaque. Fort du succès de la Journée Mondiale des Premiers Secours (JMPS) déjà organisée dans une centaine de pays et d'une collaboration effective avec ILCOR pour les recommandations internationales, le CMRPS propose désormais aux Sociétés Nationales un pack d'outils et recommande une collaboration lors de cet événement avec les Conseils nationaux de Réanimation, s'ils existent, ou d'autres par-



International Federation
of Red Cross and Red Crescent Societies
Global First Aid Reference Centre

Partners in websites



Network

As a reference centre and hub for first aid globally, we work with all the related entities mostly internally to the Movement but also external. Challenges in first aid are enormous in terms of advocacy, law, trainings, research and materials and it's important for us to work together to reach further.



Philips Foundation

