**International Federation of Red Cross and Red Crescent Societies**

WORLD FIRST AID DAY 2016:

FIRST AID FOR CHILDREN AND BY CHILDREN

Social media guidance for National Societies / 10 September 2016

# Background

On 10 September 2016, the world marks World First Aid Day, an opportunity to promote first aid as one of the core activities of the International Federation of Red Cross and Red Crescent Societies (IFRC) around the world.

The 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 and Red Crescent volunteers.

Themed *“First aid for and by children”,* we are focusing on children this year. Child injuries are a global health issue. In many countries, injuries are the leading cause of death for children after their first birthday. The IFRC recognizes children as important first aid providers and they also represent a large portion of the population that receive first aid support in emergencies. We believe that providing children with life-saving skills can help build a more resilient future generation. On this occasion, we reiterate our call for the introduction of mandatory first aid training and education in schools, as part of our goal in ensuring universal access to first training at all phases of life.

**Social media tips**

We have prepared a few social media tips that may help you in planning your communications activities for World First Aid Day:

* Include the hashtag **#FirstAidDay** in all your tweets and posts. You may also want to include one or more of the following hashtags, when relevant and if space allows it: **#FirstAid**, **#FirstAidForAll**, **#YesKidsCan**.
* Include a link to the [IFRC first aid microsite](https://ifrc.org/first-aid-day), or your National Society’s first aid page, in your social media posts.
* Encourage your followers, volunteers and staff to share stories or anecdotes of their experience with first aid on the [IFRC blog](http://ifrc.tumblr.com/tagged/first-aid), or your National Society’s blog (if applicable) or Facebook page / Instagram account (e.g. by posting questions like: *“Have you ever performed first aid? Would you be able to define first aid in 10 words? Have you ever needed first aid?”*).
* On World First Aid Day, encourage your followers to share first aid photos and short videos (e.g. featuring how they are marking the day, their first aid refresher training) via Twitter and Instagram, adding the dedicated hashtag of the day **#FirstAidDay.** We will be featuring a selection of these on the [IFRC Storify page](https://storify.com/federation).
* Create a Facebook event for World First Aid Day and urge your audiences to join any first aid training opportunities or other related initiatives that you have planned for the day (if applicable).
* Include your partners (e.g. schools, children’s organisations) in the conversation by tagging them in your social media posts.

**Sample tweets**

Below you will find a list of sample tweets that you may want to use on your National Society’s social media accounts in the lead up to and on World First Aid Day. Feel free to edit and adapt these to your local context (e.g. by replacing links as needed).

**General messages**

*#FirstAid can make a difference between life & death in a daily emergency. Join our call for it to be accessible to everyone. #FirstAidDay*

*FACT: informing your child about #firstaid might save his/her life in the future. Why not start today? #FirstAidDay* [*https://ifrc.org/first-aid-day*](https://ifrc.org/first-aid-day) *[or add link to first aid page on your website]*

*Each year, we reach 46m+ people with #firstaid & health messages. Help us do more: join us today.* [*https://bit.ly/VolunteerIFRC*](https://bit.ly/VolunteerIFRC) *#FirstAidDay*

*Have you helped saving a child’s life in an emergency situation? Tell us your story here:* [*http://ifrc.tumblr.com/tagged/first-aid*](http://ifrc.tumblr.com/tagged/first-aid) *[or replace with link to your National Society’s blog] #FirstAidDay*

*Each year, nearly 1m children die from injuries. Get #firstaid trained today & help reduce this number! #FirstAidDay* [*https://ifrc.org/first-aid-day*](https://ifrc.org/first-aid-day) *[or add link to first aid page on your website]*

*Allergic reaction, fainting, seizures: if your child needed #firstaid, would you know what to do? #FirstAidDay* [*https://ifrc.org/first-aid-day*](https://ifrc.org/first-aid-day) *[or add link to first aid page on your website]*

*We have released our new international #firstaid and resuscitation guidelines:* [*http://bit.ly/2atK4Uo*](http://bit.ly/2atK4Uo) *#FirstAidDay [add* [*photo*](https://www.dropbox.com/s/qgzfvj1lvtdiwo8/p-GRC11381149.jpg?dl=0)*]*

**Advocacy messages**

*#FirstAid can save lives. We ask governments to ensure at least one person in each family has access to learning first aid. #FirstAidDay*

*We believe #firstaid training should be provided & available to all & not just to those who can afford it. RT if you agree! #FirstAidDay*

*#FirstAid training can help build stronger communities. We ask States to make it mandatory for school children & parents. #FirstAidDay*

*1 #firstaid-trained person per family around the world. Help us make that possible: join #1BnCoalition* [*http://bit.ly/2aEuZxm*](http://bit.ly/2aEuZxm) *#FirstAidDay*

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