***Template for National Societies***

**PRESS RELEASE**

**World First Aid Day 2018: You don’t need a license to save lives on the road, says [name of your National Society].**

**XXX <insert city of issue), XX September 2018 —** On World First Aid Day, the [name of your National Society] is encouraging people to learn first aid to help reduce the number of deaths and injuries on [country’s] roads.

Traffic accidents kill around 1.25 million people worldwide every year, with an estimated [XXX] deaths recorded in [country] last year.

[Name of the Secretary General/President of your National Society] said: “We’re all road users, whether we are pedestrians, riders, drivers or passengers.

“The risks of road travel can never be eliminated completely, but there are ways to reduce them and give people a better chance of survival. One of the best ways is to learn first aid so that you have the skills and training needed to respond quickly – and even save a life – if you’re at the scene of an accident.”

In addition to the death toll from road accidents – estimated at 3,500 deaths every day - tens upon tens of thousands of people are injured in crashes each year, often with life-changing outcomes. To raise awareness of these dangers, the theme of World First Aid Day 2018 is “First Response to Road Crashes”.

National Red Cross and Red Crescent Societies are a leading provider of first aid and first response training in nearly every country in the world. The [name of your National Society] has been providing classes and training across [country] for [decades], 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, enabling them to provide immediate assistance to people injured on roads.

[Name of National Society Secretary General/President] said: “Even one death on [country] roads is a tragedy. Our first aid training is open to all, and we look forward to working with individuals, groups and communities to help make our roads safer for everyone.”

**ENDS**