



WFAD REPORT

2020

**THEME: ADAPTING FIRST AID TO THE
PANDEMIC**



**First Aid
Reference
Centre**



WFAD REPORT

2020

Introduction and background

From the very first action of Henry Dunant in Solferino, first aid has always been the core activity of the Red Cross Red Crescent Movement. The Maldivian Red Crescent was created in 2010. First aid was its first department.

In line with Strategy 2025, the International Federation of Red Cross and Red Crescent Societies (IFRC) is committed to scaling up its first aid programs to make every National Society around the world able to prepare communities with a high quality approach not only to face disasters but also daily risks.

First aid is not only about life saving techniques. It is also an act of humanity showing willingness to save lives with full respect for gender and without any discrimination. Introducing first aid education in every program for the left-behind, ageing population, is a way of making communities more resilient and inclusive.

IFRC has been the world's leading first aid trainer and provider for more than 100 years. In 2017, **more than 20 million people** were trained in first aid worldwide by 116 National Societies.

Since 2003, World First Aid Day is an annual global event to highlight the importance of first aid as an act of humanitarian empowerment and a key component of a wider resilience approach. This event reaches a wide public audience and aims to change the world's view and education in first aid. Every year, the **Global First Aid Reference Centre** coordinates the event and provides resources to support National Societies.

Due to the **COVID-19 pandemic situation**, the focus is on the prevention of its spread in injuries and diseases not directly related to coronavirus.. Prompt first aid management for injuries on site can reduce additional burden on the health system. The theme of World First Aid Day in 2020 was **Adapting First Aid to the Pandemic**. Activities were organised to raise awareness through digital means or held at safe places. The aim is to promote first aid and the importance to engage learners, general public and first aiders which brings us together.

KEYS NUMBERS

80 National Societies
marked WFAD.

35% of the NS had to
cancel their activities
due to Covid-19.

46 completed reports
received from different
National Societies.

247 085 people were
trained on first aid.

9 917 538 people
reached through social
media.

59 407 volunteers or
staffs involved.

90% of National
Societies involved
used the theme.



Glossary

AED	Automated External Defibrillation
CPR	Cardiopulmonary Resuscitation
FA	First Aid
GFARC	Global First Aid Reference Centre
IFRC	International Federation of Red Cross and Red Crescent Societies
ICRC	International Committee of the Red Cross
NS	National Society
RC/RC	Red Cross and Red Crescent
SM	Social Media
WFAD	World First Aid Day
WRAH	World Re-Start A Heart Day

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Acknowledgements

Reports from National Societies on World First Aid Day are essential for the IFRC to document and profile its leading role in first aid. It is important to show the numbers of volunteers, staff and branches involved in the activities and brief descriptions of the community response. The WFAD report may also help National Societies exchange **good practices and ideas**.



All the numbers are based on the evaluation reports sent to the GFARC.



All contents are produced by or belong to RC/RC National Societies and IFRC/GFARC. If you are **interested in any materials** or ideas included in this report, please feel free to contact us at first.aid@ifrc.org.

We would like to **thank particularly** for the valuable feedback and WFAD activities reports of the following national societies: Argentine Red Cross, Australian Red Cross, Austria Red Cross, Bahrein Red Crescent, Cambodia Red Cross, Red Cross Society of China, Ecuador Red Cross, Fijis Red Crescent, Georgia Red Cross, German Red Cross, Iran Red Crescent, Jamaica Red Cross, Japanese Red Cross, Kazakhstan Red Crescent, Kenya Red Cross, South Korea Red Cross, Macau Red Cross, Malawi Red Cross, Maldives Red Crescent, Mauritius Red Cross, Mexican Red Cross, Montenegro Red Cross, Myanmar Red Cross, Namibia Red Cross, Nepal Red Cross, North Macedonia Red Cross, Pakistan Red Crescent, Philippines Red Cross, Palestine Red Crescent, Russian Red Cross, Rwanda Red Cross, Saudi Arabia Red Crescent Authority, Singapore Red Cross, Slovakia Red Cross, Sri Lanka Red Cross, Switzerland Red Cross, Sweden Red Cross, Taiwan Red Cross, Thailand Red Cross, Timor Leste Red Cross, Turkish Red Crescent, Uganda Red Cross, Ukraine Red Cross

Use of the IFRC GFARC WFAD communication package by National Societies

During the pandemic, there is a shift to online first aid teaching. It challenges national societies to review their approaches and developing new tools. In response to these emerging needs, the GFARC developed a toolkit and sent to National Societies. The toolkits aims to target key groups which include children and young people, teachers and parents. National Societies really liked the tools and could easily translate them into their own languages. Majority of NS used the theme and the materials provided especially the game of “**Dangers in the islands**” and the “**Guide for resuming training**”. Some National societies kept the main theme but created their own materials. All the National Societies who sent back the evaluation reports used some materials in the toolkit. More than **85% found it useful**.

The following material was sent to national societies in 4 languages:

- ✓ Concept note with global statistics
- ✓ Game on risks tracking at home
- ✓ Happy Families
- ✓ Comic: Beary in the islands
- ✓ Game : Dangers in the islands
- ✓ Online Courses on [IFRC LEARNING PLATFORM](#)
- ✓ Guide for resuming First aid training
- ✓ First aid Covid-19 FAQ and tips

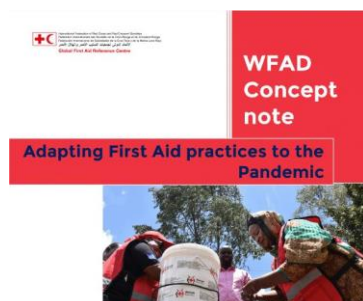
National Societies reported that it was very helpful to have the WFAD theme in 2020 about the pandemic. It was relevant and close to the reality in almost all countries. The Global First Aid Reference Centre has provided different materials and helped NS raise awareness to diversified groups on the importance of first aid. Some NS expressed their wish to have more tools and documents for adaptation, sharing of videos and testimonies. The tools sent to NS were in 4 languages; English, French, Spanish and Arabic. Some National societies translated the tools into their own languages such as Montenegro Red Cross, North Macedonia Red cross and Philippines Red Cross. In some region the use of online tools is challenging. This needs to be taken into



consideration for future tool development. Comments were also made on the delivery of the tools. They should be sent out earlier in order for NS to have more time to prepare and use in the WFAD events. Some NS would also like more cooperation with NS in neighboring countries in order to organize a bigger WFAD celebration event.



Report on Media and Social Media coverage



*This year, another communication campaign on **World Re-start A Heart Day** took place on the 16th October with the slogan “**Two hands can save a life**”. The GFARC also produced some tools just after WFAD to support the campaign. We encourage NS to participate as much as possible in this global event which highlights the importance of training on cardiac arrests. More information is available on the dedicated report and [website](#).*

SOCIAL MEDIA CAMPAIGN (IFRC AND GFARC)

One week before the annual World First Aid Day celebration, a communication plan on social media network (Facebook, Instagram, LinkedIn, twitter and website) was released by IFRC. The [Facebook page](#) of the Global First Aid Reference Centre also had a key focus on WFAD. Videos, photos and testimonies from NS regarding first aid trainings from last year’s WFAD celebration were posted on these networks in order to encourage people to join our first aid community. The hashtag #SpreadFactsnotFear was used by all NS.

2020’s WFAD campaign on social media (Facebook, twitter, Instagram) was more important than any other year. This is due to the current restrictions and prevention measures put in place in the COVID 19 pandemic. Majority of the national societies opted for online campaigns instead of on-the-ground events in order to comply with social distancing restriction and related preventive health safety measures. WFAD publications and related material package was reported to be a huge success in all

regions. Materials were shared and viewed by communities, volunteers and the public who were not used to go onto RC websites. 45 National Societies reported that an approximate total of 9 million people were reached through different social media channels.

In celebration of WFAD 2020, almost all National Societies had their own hashtag on twitter and Facebook. The impact increases each year. However, it remains difficult to have exact statistic available from every country.

Two Instagram stories. one on CPR and another one on what to do in case of choking were viewed by over 40k users.

- Five Facebook posts on WFAD reached over 120k people;
- Tweets were seen 26k times (impressions);
- On Tiktok, the video from Japanese Red Cross on CPR accumulated over 48k views;
- On Viber, two posts on first aid got a total of 1564 likes ;

WFAD

Name of the post	Date	Likes	Comments	Shares	People reached	Engagements
WFAD video by Pakistan Red Crescent	29-mars	17	0	1	411	30
Change the theme	11-juin	128	3	17	3370	320
WFAD toolkit	20-août	19	1	4	377	24
2 days reminder WFAD	10-sept	14	0	4	627	36
WFAD is tomorrow	11-sept	14	2	5	770	44
Article by the IJFAE	11-sept	35	0	2	464	58
WFAD post your photos on social media	11-sept	22	3	0	294	
Red Talk	11-sept	23	0	0	430	42
Happy #WorldFirstAidDay	12-sept	51	4	11	2892	108
Pakistan Celebration	14-sept	21	5	1	392	36
What did you do for WFAD	03-nov	41	0	8	1061	117
Tell us what you did	06-nov	8	0	1	140	14
WFAD Children 2016	22-nov	12	0	0	245	19
TOTAL		405	18	54	11473	848

Red Talk: Why learning first aid is so important - always and especially during a pandemic

The talk was conducted with GFARC experts Jeffrey Pellegrino, Sandra Sasbury and Bassinte Ossama.

The Red Talk received some high engagement across the IFRC platforms with **over 40k people reached on Facebook, 8k video views, over 230 likes on LinkedIn and 10k impressions.**

GLOBAL EVENT AND PARTNERSHIP

The GFARC ensures that children will be included as a key targeted group in the WFAD 2020. For this reason, GFARC was keen to collaborate with French Federation working on domestic risk prevention. GFARC in partnership with French Federation produced the comics of Beary which was a great success.



PRESS, TV, RADIO, SM AND SOCIAL MEDIA COVERAGE AMONG NATIONAL SOCIETIES

Through National Societies' own networks and all known media, WFAD promotion was also included in many international newspapers, on TV and radio programs and well known social media platforms.

Staff from **Kenya Red Cross Society** gave TV interviews on one of the country's leading TV stations. The interview was also hosted on a Radio talk shows.

In **Myanmar Red Cross Society**, more than 580 Red Cross volunteers implemented the medical coverage for 12,530 people who were either directly or indirectly affected with COVID 19 in Yangon Region. Many Redcross volunteers also implemented medical and other measures throughout the country in coordination with MOHS and other community based organizations.

Argentina Red Cross passed in different local media: like IGTV with programmes like "Primeros Auxilios ante una emergencia sociosanitaria.



Mauritius Red Cross shared one-page testimonies from volunteers on First Aid on NS's Facebook page. There were also 3 TV appearances (12 September on MBC Rodrigues and 16 September on Mauritius Broadcasting Corporation). This included the 4 days of training of trainers in PSBC in Rodrigues on 16 September on Mauritius Broadcasting Corporation and the first aid simulation exercise in Coteau Raffin.

In **Malawi**, there was nationwide TV and radio coverage. This consisted of a panel discussion on Times television and Radio and Maziko Radio. Interviews were held with staff and Ministry of Health officials. These media channels have a reach of 3,000,000 people.

In **Rwanda**, a video demonstrates the importance of having first aid knowledge was dispatched on the country's national television.



Namibia Red Cross attended a radio Interview and spoke about how to adapt first aid practices during a pandemic.

Uganda Red Cross's Media department published NS's events on URCS official platforms. It also posted the event activities on social media platforms like whatsapp, twitter, and facebook. An advocacy video was edited and shared on youtube.

In **Turkey**, more than 20 local TV channels and newspapers provided the Turkish Red Crescent a screen time slot on their news channels. The reach was more than 30.000 people. The NS also shared many awareness flyers on social media ([Instagram](#), [Facebook](#), [Twitter](#))

German Red Cross supported its celebration event of training of German TV Channel staff by an official photographer. A couple of images were published on the RC webpage. A nationwide survey was carried out and evaluated. The results were published on the webpage by the President of the national society.

The citizens of **North Macedonia** were informed about the importance of proper and timely provision of first aid. This was the purpose of promotion on the World First Aid Day. There were guest appearances in the morning and continuous coverage of programs on national and local TV and radio. The information of the first aid campaign was also shared on [Time website](#), FB and Instagram with profiles of Red cross Branches and RC of North Macedonia and [e-newsletter of the RC of North Macedonia](#).



In **Georgia**, information regarding the events dedicated to WFAD 2020 was placed on the GRCS official Facebook page. The information was also posted on the Facebook pages of tGRCS branches.

Russian Red Cross used social networks to raise awareness on WFAD on how to provide first aid ([Facebook](#) , [Youtube](#), [Twitter](#)).

In **Slovakia**, an interview with the President of Slovakian Red Cross V. Dobias was held on TV TA3.

In **Switzerland**, the NS's WFAD celebration article was published in 32 newspapers. There was also a radio broadcast of 1'924'410. The NS also shared information on its social media network with a total reach of 64,718 viewers.

Ukraine Red Cross had a press announcement of its events. The NS published it on its official [Facebook](#) page, [website](#) and intranet page. This also included final video clips and messages at the end of the events.

In **Bahrein**, the NS's organized events were featured in the local press and broadcasting television programs.



Saudi Arabia Red Crescent Authority had an interview with its [local TV channel](#) .It also covered the SRCA activities and showed on the news. In addition, all the events were covered by different social media platforms with a very strong presence on [Twitter](#).

In **Palestine**, there was media coverage through the local TV, In addition to media coverage by the Polish International Aid Agency, there were also coverage through local bodies of these activities by photographers. The coverage included graduation of trainings.

Iran Red Crescent had national TV and Radio from different channels in all provinces allocating time slots for NS's programs on the WFAD. In addition, some activities were broadcasted from the TV news and Radio channels. All IRCS provincial branches had media coverage via online and offline media and newspapers. More than 652 pieces of news were published via online news agencies and newspapers. Every provincial branch conducted an interview with one their trainers. The interviews were published in their local newspapers.

In partnership with the Singapore University of Social Sciences, the **Singapore Red Cross** launched a [micro-learning course](#) on basic first aid learning. The announcement was made on 10 Sep in [a press release](#). In conjunction with WFAD, SRC also launched a PR campaign, focusing on awareness and stakeholder appreciation. In total, they garnered 1 print placement, 2 online and 5 radio placements.



In **Nepal**, press briefs about the World First Aid Day events and news were released and sent to all national and local online media channels.

Maldivian Red Crescent reported all activities via MRC Social Media accounts on [Facebook](#) and [Twitter](#). MRC has a strong presence in the Maldivian Social Media network.

In **Republic of Korea**, activities of the national society were reported in the 33rd local newspaper and daily newspapers.





#세계응급처치의날 #심폐소생술 #응급처치
[이벤트 有] 멀쩡하던 황대리, 사무실에서 갑자기 쓰러진 이유는?! | 세계응급처치의날 캠페인

Japanese Red Cross managed to have its WFAD activities featured 5 times in newspapers, 6 times on TV, 1 time on radio station.

Fiji Red Crescent Society used all the social media platforms to celebrate WFAD and featured its activities on the breakfast show on the local TV station.

Red Crescent Society of Pakistan consecrated their event on local television and used social networks like Facebook, Instagram to reach out to the youths.



In **Philippines**, as part of the celebration of WFAD, Mr. Christian Penuliar, the National Field Representative for First Aid and Basic Life Support, presented the status of training services of Philippine Red Cross in the midst of the quarantine protocols set by the Philippine Government. The NS demonstrated the changes made in performing a Cardiopulmonary Resuscitation (CPR) in order to adapt with the challenges brought by the pandemic. The show was broadcasted simultaneously in the news channel of the largest television network in the Philippines, GMA News TV, their radio station, DZBB and their social media account.

The Sri Lanka Red Cross conducted a telecast live programme of awareness events on WFAD. The program also highlighted the importance of FA and the RC movement and was shown on the Independent Television Network and Sri Lank Broad Casting Cooperation.

In **Thailand**, the video “MY HERO IS YOU” was uploaded on [YouTube Channel](#) and [Facebook](#) of The Thai Red Cross First Aid and Health Care Training Centre. It had over 5,000+ views.



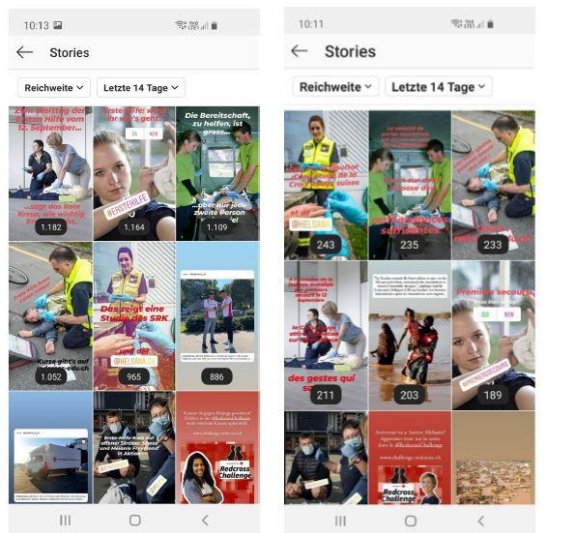
In **Australia**, the campaign was a huge success, with a strong media presence at Sydney headquarters on WFAD. The media response was strong, with a total of over 150 pieces of media coverage landing across TV, print, radio and online, reaching an audience of 6,798,647 and generating

an equivalent advertising value of \$440,917 (campaign budget: AUD\$15,000). Compared to last year's results, there was more than double the reach and almost double the EAV.



Timor Leste Red Cross was featured on the National television and reached out to 13 municipalities and other countries such as Portugal, United Kingdom, Australia and Indonesia. The awareness raising activities were presented on Metro Radio which reached Dili, the capital and some other municipalities.

Cuba Red Cross had a great coverage. 377 interviews and talks were presented on local and national radio stations; 65 appearances and journalists pieces carried out by local TV centres were shown on local and national. , Cuban Red Cross appreciates the group of journalists' support.





Myanmar Red Cross Society

12 Sep at 13:06

ယနေ့ ၂၀၂၀ပြည့်နှစ်၊ စက်တင်ဘာလ ၁၂ ရက်နေ့ဟာ ကမ္ဘာ့ရှေးဦးပြုစုခြင်းနေ့ဖြစ်ပြီး ယခုနှစ်ဆောင်ပုဒ်ကတော့ "ရှေးဦးပြုစုအလေ့အကျင့်များ ကပ်ရောဂါအလိုက်ပြင်ဆင်သွား... See More



Reports

Africa

BURUNDI

The National Society celebrated WFAD with first aid demonstrations in the streets.



KENYA

Kenya Red Cross society organized an online campaign webinars. It also held a First Aid competition. The NS prepared a short demonstration by conducting first aid amidst covid19 and developed a poster presentation to raise awareness. The activities included zoom sessions, Radio talk shows and TV interviews on one of the leading TV stations.

MADAGASCAR

An event at one local school was organized which based on sanitary measures. The importance of educating children remains very important in the country.

MALAWI

WFAD Commemoration was conducted through Times television and Radio and Maziko Radio station. There was also a panel discussion on television conducted by Red Cross staff and the Ministry of Health officials. In addition, there were First Aid programs featured in 2 radio stations. These activities were funded by the Belgian Red Cross FAI II Project and MRCS. The TV and Radio coverage was nationwide which can reach out to an average of 3,000,000 people.

MAURITIUS

A 4 days training of trainers program in community-based First Aid in Rodrigues was organized. This activity was part of a response to COVID 19 project funded by USAID via the IFRC. In addition, the NS launched an online campaign celebrating WFAD on its Facebook Page with the help of the GFARC tools.

NAMIBIA

Namibia National Society ran an online campaign on social media ([Youtube](#)). It focused on the importance of First Aid in the country's emergencies and crises.

NIGERIA

A simulation exercise was organized by the NS headquarter with volunteers on the WFAD. They used simulation make-up and other materials. The simulation impressed many bystanders at the market place.



RWANDA

Rwanda Red Cross Society prepared the WFAD celebration by respecting all instruction to prevent COVID19 Pandemic. The event was held in the compound of Rwanda Red Cross. Activities included walking with a world first aid day banner from the entrance of RRC HQ to the ceremony venue. A discussion session among FA Trainers and Master Trainers was organized in order to find the ways to adapt First Aid , first aid teaching by respecting all the prevention instructions in the COVID19 crisis. This event was conducted in partnership with the Belgium Red Cross.

UGANDA

The Uganda Red Cross Society staged a first aid exhibition just outside its office with the support of NSIA funding. They demonstrated first aid skills to community and bystanders. These skills included first aid for unconscious and not breathing casualties, fractures, bleeding, head injury, , helmet removal and spine injury management.





**First Aid
Reference
Centre**

America

ARGENTINA

3 live broadcasts were made through IGTV. The first one was about First aid in a socio-health emergency at the TECNOPOLIS socio-health center. The second one was about First aid in covid19 and its basic tools. The third one was about First aid in non-urbanized communities. The third one was not broadcasted.



Realizar **Primeros Auxilios** en el marco de la pandemia nos desafia a **estar cerca cuando es necesario mantener la distancia.**



BELIZE

Some posts on social media with many engagements and 'like' comments.



COLOMBIA

Digital campaign was launched: The NS used all the digital materials sent by the IFRC for this campaign with adaptations and dissemination through institutional social networks.

CUBA

This year's core activities consisted of actions aimed at supporting the pandemic situation, and depended on the degree to which each territory was affected. Actions were mainly carried out within the framework of Pillar 2 on emergencies and operations. Training was targeted at the most vulnerable communities, including workplaces and personnel supporting the various prevention and hygiene promotion tasks.

ECUADOR

170 persons were reached through social media in information dissemination. Other activities included participation in interviews, programmes and dissemination of key messages, visual capsules in the main local media and also via social networks (Facebook, Twitter, Instagram).

A virtual knowledge fair was developed. It included explanatory activities such as lectures, debates,





animated and practical presentations (Webinars) are carried out. The contents are based on the following themes: First Aid at home, Inclusion saves lives (elderly, people with disabilities, children, pregnant women, indigenous people), First Aid for children, My pet is my family, how to give first aid. (First aid for pets). There were also activities carried out using the zoom platform. Virtual stands were also developed which included CPR for infants, prevention of choking in babies and in times of COVID, the importance of safety in first aid. On 12 September an online catharsis was held. 3 speakers shared their first aid experiences. The event was also shown on Facebook live.

In September a zoom meeting was organized and 20 volunteers participated. They learnt first aid using games and quizzes. Basic first aid talks, workshops and courses were organized for volunteers, provincial board and external staff using the digital platform such as zoom.

From 14 to 18 September, the Ecuadorian Red Cross participated in the event organized by the Global First Aid Reference Centre of the International Federation of Red Cross and Red Crescent Societies about the International Guidelines for First Aid and Resuscitation 2020.

GUYANA

NS had a First Aid Training for a company's drivers which would have been 10 persons due to the lockdown limit. A poster was largely shared on social media and Whatsapp.

JAMAICA

The Jamaica Red Cross organized an online campaign using [Facebook](#), [Twitter](#) and [Instagram](#). The celebration had a focus around adapting first aid to the pandemic of Covid19.

MEXICO

Every year upon the receipt of the concept note from the Global First Aid Reference Centre on WFAD, our National Society will call on its State Delegations in the field of training, in order to carry out commemorative activities not only on the World First Aid Day but also throughout the month.

This year, due to the current situation in our country and the world, the implementation of ICTs played a very important role by bringing us closer to many people whom we could not reach before.

Despite this current situation imposed challenges for the implementation of online activities or workshops, but it had also provided the opportunity for the NS to grow and reach out to more people.

NS activities included: Workshops, online talks, Live sessions on social media (Facebook, YouTube, platforms, etc.), Webinars on First Aid topics for external audiences and trainers, Hybrid or fully online courses. Recently due to the epidemiological situation changes in some places, a few courses were held in face-to-face mode but the biosafety instructions and guidelines were kept.

PARAGUAY



The NS produced educational graphics and disseminated them in networks. Public awareness raising activities were also organized.

VENEZUELA

In the current pandemic situation, limited access to health services and increased risk of injury in homes in confinement, make it more important than ever to provide basic First Aid skills trainings and education. Currently this is taught online. The aim is to prepare as many people as possible to better care for themselves and those around them.

On World First Aid Day, 12 September Saturday, the Venezuelan Red Cross wanted to encourage everyone to get trained in life saving knowledge and skills.

First aid education, with components tailored to COVID-19, can prepare people to carefully assess themselves and others for symptoms. Then they can find and use the appropriate information, By following instructions from those sources and accessing the right advanced care at the right time, people would be able to protect themselves as well as from infection.

NS wanted to highlight the activities carried out by the volunteers trained in this area during the First Aid week throughout the country. They reported to the Health and Relief networks, and to the Health Situation Room. 11 Sections and 5 Subcommittees, with a total of 412 beneficiaries were reached during these activities.



Asia-Pacific

AUSTRALIA

For World First Aid Day 2020, Australian Red Cross hosted free, COVID-friendly online workshops that demonstrated how first aid procedures can be adapted to the pandemic. ARC encouraged people to learn first aid or to refresh their skills by attending one of two free





online training sessions. The webinars were hosted by an Australian Red Cross first aid trainer, who dedicated their time to delivering informative and in-depth training, by demonstrating expert knowledge about how to administer first aid in a way that can help to reduce the risk of COVID infection. The webinars were overall a huge success, with a significant amount of public engagement and positive feedback. In addition, ARC offered First aid E-book updated to reflect COVID safe practices.

CAMBODIA

For the World First Aid Day, the Cambodian Red Cross held an outdoor event with public speeches, such as the one by the President of Koh Kong Province. The national society organized 60 trainings in which 2528 person participated. Participants were shown First Aid basics; recovery position, choking for adults, children and infants, burns, drowning, and CPR. Participated also received gifts. E- learning methods were also prepared and used to ensure outreach via social media.



FIJIS

Safety Instructors, DSC West and volunteers personally visited the stakeholders, raised awareness and distributed flyers which had key updated messages about First Aid in the COVID 19 pandemic and health and care. Teams were out in the field from 8th to 10th September 2020. They organized internal First Aid quizzes with management and staff. They also used all the social media and local TV station on breakfast show to disseminate messages.



INDIA

The NS organized awareness sessions.





JAPAN

The Japanese Red Cross organized an outdoor event, an online campaign through social networks and webinars. Some of the branches provided online First Aid courses to students, volunteers and communities in order to prevent infections among participants. Other branches made short movies on First Aid courses and uploaded them on Social media networks such as website, YouTube and Facebook. Other activities included workshops at a shopping mall and panel exhibitions; radio programs introducing First Aid courses; health, hygiene and infection prevention training and finally a lecture presentation with a first aid demonstration.



Other activities included workshops at a shopping mall and panel exhibitions; radio programs introducing First Aid courses; health, hygiene and infection prevention training and finally a lecture presentation with a first aid demonstration.

MALDIVES

The national society organized an online campaign with activities such as quizzes and art competitions. Haa Dhaal Branch carried out a [Photo contest for Children](#). Participants were asked to send a photo/ painting/ poster, which depicts an element or component of First Aid. An e-certificate was awarded to all participants Their work was posted on social media. In the Addu Branch an [open first aid quiz](#) was organized for all First aiders. Participants were given 24 hours to attend the quiz. The ones who got most of the answers correct from each unit were featured in the social media page.

MYANMAR

The Myanmar Red Cross Society published a formal message from the President of MRCS in commemoration of the WFAD 2020. The NS held an online celebration by changing the Facebook profile with the WFAD 2020 theme and slogan. An Essay Writing Competition and First Aid Quiz Competition were organized. These activities were supported by the German Red Cross. MRC also carried out a 'Mask' campaign, a Blood Donation campaign and an online training session about adapting First Aid in the pandemic. A total of 5800 viewers participated.

NEPAL

The First aid division initiated virtual webinars focusing on the WFAD. During the event, the NRCS Chairman, Secretary General, Executive Director and Directors highlighted the importance of first aid and recognized the first aid volunteers' contributions. Participants from the different districts shared their learning during the workshop. FA expert panel shared alternative ways to adapt first aid practices in the pandemic and emphasised on the use of PPE for the personal safety of the service providers and also the casualties. The social media campaign and activities such as article writing about the theme in 2020 WFAD, video on FA practice and awareness message competition all helped reach a large number of audience.

PAKISTAN

Pakistan made an incentive to promote the day on Youtube and the video can be viewed [here](#). Local team were involved in simulation exercise and trainings.

PEOPLE'S REPUBLIC OF CHINA

On 11 September 2020, the Training Centre of RCSC launched their updated first aid training course online which is sponsored by government funding, the Training Centre will collect best practices in first aid training and publish a case study. RCSC headquarter sent out a notice to all branches, encouraging them to organize celebration activities which vary among different branches.. The Inner Mongolia branch of RCSC organized a four day drill with local government to celebrate the 2020 WFAD.



On 12 September 2020, the Beijing Branch, Tianjin Branch and Hebei Branch of RCSC jointly organised the 'Red Cross Accompanies with Winter Olympics 2020' Emergency Rescue Drill. Student volunteers demonstrated cardiopulmonary resuscitation, wound dressing, and other emergency care skills on the spot. In the simulation session, the trauma rescue and emergency rescue teams participated in the helicopter transportation exercise to care for the injured athletes in two unexpected situations. The participants of the event were impressed when the Red Cross rescue helicopter successfully took off with the simulated wounded. The IFRC was invited to join the Working Group of the Chinese Red Cross Winter Olympics Preparatory Committee in order to provide international support for the Beijing Winter Olympics and Paralympics.

Hong Kong – Branch of the Red Cross Society of China

A Facebook Live was organized by the society's First Aid Training Facebook account to share the knowledge and demonstrate the skills of CPR & AED. An interactive Q&A session with the participants was also organized. The participants were also showed how to practice CPR at home using pillows.





Macau - Branch of the Red Cross Society of China

Macau Red Cross published an AED promotional video on their social media networks and in public areas in order to raise awareness about first aid.

Taiwan Organization - Branch of the Red Cross Society of China

Taiwan Red Cross Society ran an online campaign starting from 4th to 12th of September. They posted daily activities, photos and videos on their medias. They organized an online contest using the GFARC materials and sent the winners gifts. They also held a training course managed by volunteers to teach older adults how to perform CPR and AED.

PHILIPPINES

Philippines Red Cross conducted Social Media Campaign in different social media platforms. They also organized a webinar series of three episodes tackling different topics for each webinar; COVID-19 First Aid Modifications, Psychological First Aid: Supporting Yourself and Others during COVID-19, Basic Psychosocial Skills for COVID-19 Front-liners.. These episodes were hosted on Facebook and Zoom Communications.

These activities were sponsored by IFRC, including WFAD Tshirts and WFAD facemasks.

REPUBLIC OF KOREA

The South Korean Red Cross organized an outdoor event in parallel with an online campaign due to COVID-19. They created a separate [video](#) to promote WFAD. Prior to 12 September, the message was widely disseminated through KNRC website homepage, official [Instagram](#), and [Facebook](#) to promote participation in the campaign. A dedicated video clip was created to promote WFAD, which is available in [YouTube](#). An instruction to download the First Aid App was demonstrated in the social media message. 200 Starbucks coffee vouchers were provided as an incentive. They were sponsored by the lottery fund. Apart from the online campaign, the video was shown to trainees during onsite first aid training. In collaboration with other departments, such as the Blood Donation House and Red Cross Service Centre, the video clip was also promoted to a wider audiences. The National society organized 122 trainings that reached 2,797 people. Outdoor PR activities were conducted 8 times.

SINGAPORE



Singapore Red Cross Society held a youth-special training on Basic Cardiac Life Support and AED, It also ran a social media campaign via Facebook and Youtube to raise awareness of the training as well as the

importance of First Aid. The NS in collaboration with its partner 3M Nexcare Singapore also organized a social contest and quiz to test basic First Aid knowledge.

SRI LANKA

Sri Lanka Red Cross organized a Telecast live programme on ITN and broadcasted the Radio programme with Sri Lanka Broad casting cooperation to celebrate the WFAD. The NS also conducted campaigns via the social media to raise awareness of the importance of first aid.

THAILAND

This year the Thai Red Cross raised awareness about first aid during the COVID 19 pandemic mainly for children. The NS developed a story book **"MY HERO IS YOU"** for Children about COVID 19. It includes a cartoon animation of 7.46 minutes long. They also held a [drawing & painting competition and essay contest](#) to encourage children aged 10-12 to show their creativities. The best 5 of each category got a scholarship as the winners. The prize giving ceremony for the winners was held on September 11, 2020 at Wat Prathum Wanaram School in Bangkok, Thailand. Students joined the first aid activities such as how to stop bleeding using triangular bandages and how to wash their hands properly. They were excited and really enjoyed all the activities.



TIMOR LESTE

Timor Leste Red Cross engaged community leaders, youth leaders and headmasters in the opening ceremony of the WFAD. The event encouraged young people and students to learn first aid together with staff and volunteers on this special day. It also aimed to raise the awareness of the importance of first aid in everyday life.





Europe

AUSTRIA

An online campaign was organized using social networks with the theme about adapting First Aid to Covid19 pandemic. They offered [Online First Aid Course](#) and made [a remix song](#) for resuscitation.



FRANCE

On 12 September, 541 people were introduced to first aid (a training course lasting less than 2 hours) and 155 people obtained the Basic First Aid Course. These results, which were much lower than in previous years, can be explained by the health context. This year, the annual Safe Summer, campaign that precedes the WFAD has been shortened (1 July-11 September) and was held remotely. 8 e-learning modules (first aid training) were distributed. In face-to-face sessions, 4,517 people were trained in Basic training, and 2,575 people were introduced to first aid with training sessions lasting less than 2 hours. On social networks, 1-2 times a week, publications have been planned to inform the public about first aid. A campaign with the participation of Konbini and TikTok had a very high visibility (French influencers).

GEORGIA

Georgia Red Cross celebrated World First Aid Day at both the central and branch levels. Annually GRCS conducts FA competition dedicated to the WFAD. However in 2020 due to the pandemic, the NS organized online version of the competition. The task for participants of the competition was to organize small simulation exercise in open public space, make short video in accordance with the preliminary prepared instructions and recommendations and then send the results to the HQ for further evaluation. A big online meeting was held for RC volunteers. The meeting consisted of an update about implementation of general changes in FA trainings during COVID-19 and shared experience in how to manage and continue teaching FA during the pandemic.

GERMANY

An onsite event was held to celebrate WFAD with the theme on adapting First aid to the pandemic of covid19. The national society developed its own materials to support the theme. There was a 4 hours resuscitation training organized for a German TV Channel staff, a 4 hours Resuscitation training for federal government (member of the Bundestag) and plenty of activities organized in the different Branches. The event was documented by an official photographer. A nationwide survey was conducted. The results were published by the President on the web page.



KAZAKHSTAN

Kazakhstan Red Crescent held an on-line First Aid master class, a First Aid competition on Instagram. These activities were open to the public. The NS used the theme and some of the materials provided by the GFARC.

MONTENEGRO

Montenegro National Society shared materials on social networks (twitter, Instagram and Facebook).

REPUBLIC OF NORTH MACEDONIA

To celebrate the World First Aid Day 2020, the Red Cross Branches of the RC of North Macedonia carried out several activities. They held on-line educational workshops for high school students to whom basic first aid was introduced. The RC Branches also created an online quiz which users of social networks had the opportunity to individually test their first aid knowledge and principles. The three participants with highest scores received a pocket first aid kit.

The volunteers from the Youth Club of the Red Cross of the Republic of North Macedonia distributed balloons with a message of the importance of first aid to citizens crossing the streets. This activity aimed to raise citizen's awareness and educate young people that everyone can make a personal contribution to reduce the number of road accidents. Poster, leaflets were also distributed. Billboards with key information about the importance of providing first aid in emergencies and emphasis on adapting it to Covid19 were posted.



RUSSIA

Russian Red Cross held a resource and educational centre for first aid together with the ICRC. The theme is "How to provide first aid: everyone should be able to do it". It was a two days intensive first aid training for road accidents. The participants studied theory and practiced practical skills. Also employees and volunteers of the Chechen regional branch of the Russian Red Cross conducted a practical training on first aid using an emergency simulation.

SLOVAKIA

Slovakian Red Cross held a educational information campaign on [Facebook](#), It included an interview on a local TV.

SWEDEN

Swedish Red Cross ran a social media campaign on its website as well as promoted its First Aid for Adults and First Aid for Babies online courses.

SWITZERLAND

The Swiss Red Cross together with a partner company published a study about the skills and behaviour of the population in the field of first aid. A total of 3,000 people were interviewed in the study. According to the study, only one in two people dare to assist in an emergency. The NS also held an online campaign using social networks.

TURKEY

Turkish Red Crescent had many activities during the World First Aid Day 2020, The NS translated the WFAD Concept note to Turkish language and sent to all first aid training centres. The Training Centres prepared press release for local media and shared information with the community via social media. Some Training Centres organized First Aid trainings online. Many organized awareness raising activities through social media and live broadcast. The branches' officials were invited to attend by local TV channels and radio programs.

All Centres shared their activities, information notes and first aid animation videos prepared for WFAD 2020 on their official social media accounts.



UKRAINE

Ukraine Red Cross organized workshops for children about first aid in the context of the pandemic. The master classes were conducted by instructors and volunteers who dressed in famous super heroes' costumes. There was also a drawing contest organized for children of different age groups. The themes were "What is First Aid?" and "Red Cross through the eyes of children". These activities were funded by ICRC.

UNITED KINGDOM

Tools launched and promoted: <https://firstaidchampions.redcross.org.uk/>

More can be found for inspiration there: <https://www.redcross.org.uk/get-involved/teaching-resources/digital-classrooms/youth-digital-classrooms>

UZBEKISTAN

In the World First Aid Day framework, 4 regional First Aid trainings for employees and volunteers were conducted in the Republic (the number of trainings was about 35). On the part of the emergency response unit (Emergency Situations Department), team-building exercises were conducted with participation of about 240 people from state organizations such as Health Care, districts and regional Administrations, Education Departments). A small online concert was held where accident was staged for pop singers and first aid skills were taught.

Middle East and North Africa

BAHREIN

Bahrein Red Crescent Society organized a training of more than 1000 volunteers in quarantines for people with coronavirus. Also a number of videos were filmed of people and children practicing first aid. They also shared their feelings and wishes to become First Aid officers in the future. The event featured in local press and television programs broadcasting local news.

EGYPT

Social media cards were shared with the network.

IRAN

The NS organized an on the ground event with more than 110,000 people getting trained. They also organized an online campaign and webinars. An International festival of World First Aid Day was announced in three categories including photo contest, memories, and best ideas. The posters of the Festival were published in three languages including Persian, English, and Arabic. More than 12 factories and firms supported the branches' WFAD activities.

PALESTINE

Palestinian Red Crescent participated in the celebration using its own theme. The NS organized community first aid training in the marginalized, needy and threatened areas. The activities were funded by the Polish



International Aid Agency (PCPM). Each participant was awarded a certificate and a first aid kit at the end of the training.



SAUDI ARABIA

Saudi Arabia Red Crescent Authority conducted first Aid trainings for the public both by means of face to face and virtually (online). The NS also participated in Exhibitions where it had special booth to raise awareness about importance of learning First Aid. The NS also celebrated by distributing gifts such as First Aid kits to people in malls and public areas. In addition, the NS organized a first aid training for people who suffered from vision impairment through online lectures and face to face trainings.



Conclusion

To conclude, in every country where activities were organized, WFAD was a success. The event enabled national societies to reach out to many people and involved many different groups. The World First Aid day provides an opportunity for RC/RC NS to advocate about the need to include and adapt first aid in the COVID 19 pandemic. This demands first aid training and practices to follow COVID prevention measures and not to further burden the health systems. Trainings and practices should

focus on wearing masks, personal protection equipment and changes to be made in different settings. The slogan “Spread Facts not Fear” was widely used and disseminated.



Mexican Red Cross

A big thank you to all the volunteers involved! Please do not hesitate to send us your suggestion using: first.aid@ifrc.org



**First Aid
Reference
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