

WFAD 2021  
Concept note

# Be a first aid hero at school and in your community



The Global First Aid Reference Centre

Saturday 11  
September 2021  
WFAD Concept note

# World First Aid Day on Saturday 11 September 2021

## Be a first aid hero at school and in your community

IFRC - Global First Aid Reference Centre (GFARC)/ WFAD Concept note / Paris - Geneva

### Introduction

The International Federation of Red Cross and Red Crescent societies (IFRC) serves the world's largest humanitarian network of 192 National Red Cross and Red Crescent Societies (the NS). Over 17 million volunteers act before, during and after disasters and health emergencies to meet the needs and improve the lives of vulnerable people without discrimination as to nationality, race, religious beliefs, class or political opinions.

The IFRC's objective is to *"inspire, encourage, facilitate and promote at all times all forms of humanitarian activities by the National Societies, with a view to preventing and alleviating human suffering and thereby contributing to the maintenance and the promotion of peace in the world"*.

The IFRC, through the Global First Aid Reference Centre, has also been among the world's leading first aid trainers and providers for more than 150 years. Every year, the National Societies train **more than 20 million people** worldwide in first aid.

First aid skills should be accessible to all as a critical humanitarian act that empowers people to save lives and helps 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 a casualty's chances of survival. 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 people's capacity to respond in situations of injury or illness.



## 2021 Theme

The WFAD 2021 will revolve around preventive and life-saving skills for a safe school day, placing the children at the core of this first aid awareness day.



The World First Aid Day concept this year is around a typical school day for a child (either remote or face-to-face, allowing them to grasp the concept of first aid and prevention, and to notice the hazards that may put them at risk (road safety, danger tracking at home, etc.)

Therefore, the aim is for children to be able to avoid danger in their daily lives, and to know how to respond in a moment of emergency.

Some training and prevention themes will also revolve around necessary life-saving actions in these unprecedented times of COVID-19 (the obligation to wear a mask at school, to wash their hands regularly, adaptation of first aid procedures, etc.).

The main **target groups** for WFAD 2021 are children and young people, as well as teachers, school staff and parents.

### ➤ **Children and teenagers**

Teaching them preventive measures and making them identify the possible hazards in their everyday life may lead to a reduction in accidents in their environment. In addition, the children will go through basic first aid training, empowering them to act in such conditions to reduce the consequences of everyday accidents.

### ➤ **Teachers and staff working in school**

They are familiar with their students and have an established relationship of trust with them, which can ensure an appropriate learning environment. Moreover, at school there may be teaching materials that help with the first aid courses. Therefore, they play a pivotal role in

enhancing this project: first, they are an essential tool for raising awareness among the children, but secondly, they would also be trained in first aid.

### ➤ Parents

This year is different, as the global pandemic may make children worry about COVID-19 and its consequences; this is why family members can play a role in explaining what it is and teaching the actions necessary to reduce the risk of illness. In addition, they can enable their children to be a part of increasing safety at home.



## Prepare the event!

World First Aid Day will be held on **Saturday 11 September 2021**. For many countries, this period coincides with the start of the school year; therefore, it would be optimal for the National Societies to start planning with schools before the end of the current school year.

The event remains as usual on a Saturday, but the workshops and activities can take place at school the week after, or be spread across the whole month in September. The National Societies are encouraged to organize the event in accordance with their domestic school organization and depending on the exact dates of the back-to-school season for the children.

If schools are closed because of the health crisis, the theme can be adapted to the family or community environment and may include, for example, domestic accidents, which are particularly common among children.

## Additional idea to consider when organizing your national activities

- The activities can take place in schools all week long, around the date of WFAD.
- The idea is to organize a journey for the target groups, who will visit several stands in teams.

### Step 1: Welcome (5 minutes)

- Gathering of names of the participants
- Presentation of the "Prevention and life-saving skills journey"

### Step 2: Activities (60 minutes)

- Stand 1: Walking tour being safe (10 minutes)
- Stand 2: Short first aid course (30 minutes)
- Stand 3: Game on safety and first aid (10 minutes)
- Stand 4: Prevention during the COVID-19 pandemic (10 minutes)
- Stand 5: Photo with dedicated picture frame (5 minutes)

### Step 3: Rewards and information on Red Cross and Red Crescent Movement (10 minutes)

- One facilitator checks the number of workshops completed by each participant;
- One facilitator hands out the mini-diploma.

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## Facts and figures

A prevention campaign aimed at children in particular is an asset to enable children to protect themselves and be aware of their environment and its hazards.

Indeed, according to the **World Health Organization**<sup>1</sup>:

- Injuries represent a large proportion of the causes of child deaths, in particular for older children. Injuries are responsible for 950,000 deaths every year.  
  
→ Children can benefit from first aid training, in particular children old enough to be able to implement some prevention concepts by themselves.
- About 90%, or 830,000, of these deaths are caused by unintentional injuries (road traffic injuries, drowning and fire-related burns).

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<sup>1</sup> World Health Organization; Child injuries and Prevention; Tables, figures and maps from the *World report on child injury prevention*.

- Substances found in and around the home are most commonly involved in childhood poisoning. Over 45,000 children and teenagers die from poisoning each year – that is approximately 123 children per day.
- Road traffic injuries are the leading cause of death among children aged 10–19. More than 260,000 children and teenagers die from a road traffic injury each year. That is about 718 children per day. Approximately 10 million more are non-fatally injured.

→ Children can benefit greatly from a prevention campaign and hazard spotting training based on their daily environment.

As key approaches for successful prevention of child injury, the **World Health Organization** recommends, among other basic principles<sup>2</sup>:

- Education, skills development and advocacy on the matter; as well as
- Emergency care and encouragement of a culture of safety.



### Data on first aid courses: <sup>3</sup>

Among 100 National Societies having trained more than 16 million people in 2018,

- **Around 66%** of NS provide a specific first aid course for children,
- **Around 20%** of NS countries make first aid compulsory for pupils and students,
- **Around 27%** of NS countries make first aid training compulsory for teachers and school staff.

<sup>2</sup> Ibid

<sup>3</sup> According to the Red Cross and Red Crescent Global Survey on First Aid (2018).

## World First Aid Day implication

These ominous figures, and the need for prevention among children, show why the aim “First Aid at school” is essential. Furthermore, the broad scope of the WFAD shows that the principles shared will be spread on an international scale, optimizing the success of the campaign:

- At least 80 countries participate in the WFAD.
- The preventive messages in the world reach 46 million people at this occasion (during the event, in the media and on social media).
- At least 10,000 people are trained on this occasion.



One of the resolutions of the **32nd International Conference of Red Cross and Red Crescent** (2015):

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*“to encourage States to promote regularly refreshed **first aid education across the life span of their citizens**, in particular, to the degree and capacity the national system allows, **through mandatory training of school children** and to ensure **equal participation of women, girls, men and boys in first aid training**”.*

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## Objectives

Through WFAD, the IFRC Health and Care department and Global First Aid Reference Centre encourage Red Cross and Red Crescent National Societies to:

- advocate for a compulsory First Aid training at schools
- raise students and teachers’ awareness about the different types of risks within their environment

- enable them to acquire the right daily behaviour in terms of safety (on the way and to school, and at school), including spreading preventive measures
- teach first aid to the students and teachers in order to make them into an actor in the event of an incident or accident
- include any COVID-19 prevention messages, when appropriate.

## Key messages

Children are at the core of this year's theme.

- **Everyone can save lives**

It is important to bear in mind that everyone, regardless of age, can be an actor in implementing life-saving actions and making their environment safer.

- **First aid is accessible at school**

Teaching first aid is accessible to the teachers; no particular experience is needed. They only need to adapt the material depending on the age of the students, for example through games.

- **Teaching first aid at school is rewarding for children**

Through first aid, children also learn human soft skills such as confidence, how to keep a cool head in emergencies, kindness and willingness to help others, safety and prevention for themselves and others.

- **Teaching first aid at school is rewarding for society as a whole**

Teaching first aid at school is essential because no one is immune to possible emergencies. Mandatory first aid training in school would ensure societies in which every citizen is able to practice life-saving actions.

## Communication package

Through the GFARC and the communication department, the IFRC will provide National Societies with the following tools for the WFAD. Tools are intended to be easy to print and easy to use. Online resources require previous easy online subscription but are accessible to all.

- ✓ *Case studies - annexes*
- ✓ *Comics on first aid : Children and First Aid*
- ✓ *Beary story and missing words (COVID-19)*
- ✓ *Prevention poster for children and COVID-19*
- ✓ *Advocacy paper for first aid at schools*



- ✓ *Three activity sheets for teachers : choking; road safety; burns*
- ✓ *RED talk on first aid for children, parents and educators*

## Timeline for WFAD

### *Pre- Launch:*

- Tools available : June 2021

### *Launch:*

- World First Aid Day, 11 September 2021

### *Report:*

- By National Societies: November 2021



## 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 international scientific guidelines. The GFARC also focuses on supporting National Societies in delivering first aid training in their individual countries and facilitating network-wide information sharing, ensuring quality management of first aid and supporting first aid harmonization within the Movement.

[Website](#)  
[Facebook](#)  
[Youtube](#)  
[Linkedin](#)



# Case study WFAD

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## British Red Cross : First Aid Champions

### TARGET GROUPS

5–18-year-olds as well as parents, teachers and other educators who are supporting young people to learn first aid.

First aid education became a compulsory part of the curriculum in English schools in September 2020, and Wales has recently added first aid to its curriculum. Other UK countries either have or are expected to introduce similar requirements.

### CONTEXT

First Aid Champions kit is posted on a website and consists of first aid training adapted to the age of the children (one for learners aged 5–11 and 11–18).

The idea, as well as teaching life-saving actions, is to empower children and give them confidence and kindness in an accessible curriculum.

See: <https://firstaidchampions.redcross.org.uk/>

### TOOLS

Here you will find the webpages as well as all the films, interactive quizzes, confidence ratings and downloadable content.

The website was launched earlier than planned in the summer of 2020 amidst the COVID-19 pandemic in order to support teachers and educators as they were thrown into digital education. In early 2021, the website is being promoted further in order to reach a wider audience.

### OUTCOMES

Feedback from pilot schools and students who have used the website in lessons already has been hugely positive.

### ASSUMPTION DIFFICULTIES

During a period, the implementation of the project due to COVID-19 and feedback from teachers were difficult to obtain.

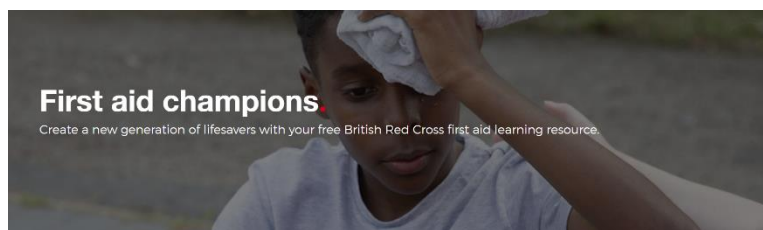
British Red Cross

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#### Use this resource to teach first aid

Welcome to First aid champions, a new first aid teaching site for learners aged 5-18. First aid education is now on the RSE and health curriculum in England, and First aid champions can be used by all schools in the UK to teach the skills children and young people need to save a life.



# Case study WFAD

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## Red Cross Society of the Democratic People's Republic of Korea: First aid among young people

### TARGET GROUPS

Teachers and young people

The importance of first aid is globally becoming more apparent nowadays owing to an increased number of natural disasters and daily accidents caused by climate change and boosts to the economy. Accordingly, the Red Cross Society of the Democratic People's Republic of Korea (DPRK RCS), in close collaboration with the Commission of Education and the Ministry of Public Health, gives top priority to educating young people and children, masters of the future and agents of behavioural change, in life-saving first aid so that they are well prepared at the early age of their lives to react promptly and effectively in emergencies to protect themselves and others.

### CONTEXT

The FA competition took place in Pyongyang Teachers' University in 2019, aiming to raise awareness of the importance of first aid among young people, future school teachers.

Taking into account the taste of the young generation, this particular event was run in combination with sport games and art performance. Through various activities, the participants consolidated their first aid knowledge and skills already acquired through school curriculum and gained confidence to offer prompt and quality FA service to the people in need. At the end of the event, every participant showed their commitment to becoming "first aid heroes" to save lives and change minds.

### TOOLS

First aid initiatory training : FA actions for bleeding, bandaging, recovery position, cardiopulmonary resuscitation (CPR) and transport of patient, First aid materials: CPR learning kits, bandages, stretchers, FA kits

### OUTCOMES

Participation of 370 students and schoolchildren, and reinforced training for the teachers.

### ASSUMPTION DIFFICULTIES

Youth and children who participated in the FA competition were very competitive and many of them gave priority to speed rather than quality.

DPRK Red Cross Society

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# Case study WFAD

## Ecuadorian Red Cross : Learn and play with Gusabenito

### TARGET GROUPS

Students of all age in schools, high schools and university

### CONTEXT

Gusabenito is based on many educational experiences that were generated at community level. It has been implemented in all the country especially in schools, colleges, universities as well as in companies. It focuses on two thematic, risk management and first aid. Focused on sharing knowledge and reinforcing knowledge and skills in an entertaining and creative way about the topic in which we are training (Basic First Aid), a game can be adapted to different topics and contexts. The objective of this game is to improve preparation and strengthen capacities in all areas, whether educational, family or community.

"what you learn with joy, you never forget"

### TOOLS

Gusabenito game, question cards and activity

### OUTCOMES

The worm game has been implemented since 2015 at the country level aiming at schools and colleges, as well as volunteers from our institution, reaching an approximate of 15,000 direct beneficiaries throughout the country.

### ASSUMPTION DIFFICULTIES

Gusabenito contains the same technical questions that must be adapted to a more sensitive language when carrying out the capacities at the community level. One of the new challenges as the Ecuadorian Red Cross is to adapt it for people with disabilities.

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