

Report WRAH 2021

Your two hands can save lives

IFRC Global First Aid Reference Centre activities



Despite the current COVID 19 pandemic, the IFRC through the Global First Aid Reference Centre (GFARC) joined once again the initiative launched by ILCOR on World Restart A Heart Day on 16 October 2021! The GFARC developed a communication campaign to celebrate the Day with the slogan “Your two hands can save lives!”. More than 6,000 people were reached through the social media network. A specific GFARC package for WRAH Day was designed and sent to the focal points of all National Societies. The material was also uploaded on the [website](#). The toolkit is focused on [CPR](#) and adapted to the current pandemic situation.

Toolkit

- [Guidance note on World Restart A Heart day 2021](#)
- [Multilingual poster on CPR & Defibrillation during pandemic time](#)
- [Worksheet : Making an alert](#)
- [Survivor stories : call for testimonies poster](#)
- [WRAH official poster](#)
- [Resuscitation Journal: How to keep a life-saving awareness campaign alive in a pandemic](#)



WRAH GFARC FB

Name of the post	Date	Likes	Comments	Shares	People reached	Engagements
Kick-off meeting	28/01/2021	19	0	0	521	42
Announce WRAH at ERC	13/03/2021	9	0	1	271	19
WRAH session at ERC	26/03/2021	36	0	5	1005	57
CALL FOR TESTIMONIES	10/06/2021	26	4	10	1520	65
CPR Testimonies	06/08/2021	14	2	1	489	23
WRAH Toolkit	08/10/2021	16		2	560	34
WRAH Poster	10/10/2021	2	0	0	102	4
Toolkit reminder	12/10/2021	15	0	4	323	31
WRAH CPR Article	13/10/2021	9	0	0	386	21
WRAH Celebration	16/10/2021	26	4	3	534	49
TOTAL		172	10	26	5711	345

National Societies

Australia

On 16 October 2021, Australian Red Cross joined with organisations globally to recognise and draw attention to heart health and defibrillator awareness. The National Society supported the World Restart A Heart Day initiative through its own social Media ([Facebook](#) & [Instagram](#)). It also created a key feature in its dynamic e-newsletter, which was distributed to over 60,000 Red Cross members and volunteers. The National Society used tools provided by the GFARC as well as its own resources.



Bahrain

This year Bahrain Red Crescent celebrated WRAH Day by introducing CPR activities in secondary schools for boys and girls. The activities received a great response and support from the children.

Brazil

Brazilian Red Cross carried out practical CPR training activities in 6 states. The National Society also conducted a virtual campaign to raise awareness on the WARH and related topics. 247 people were trained in cardiopulmonary resuscitation techniques. The activities reached 2, 581 people.

China

Red Cross Society of China – Hong Kong Branch (Hong Kong Red Cross) organized a colouring competition on a CPR Comic drawing among schoolchildren. More than 700 coloured drawing pieces were collected. Awards were presented to 20 outstanding schoolchildren participants. The Hong Kong Red Cross also conducted two TV programmes on local TV broadcasting companies to promote the use of AED on WRAH Day. The activities reached 21, 595 people.



Costa Rica

Costa Rican Red Cross carried out WRAH demonstration activities and provided trainings for 111 people in open space



Dominican Republic

Dominican Republic Red Cross involved its Risk Management, Health and Training departments together and carried out various activities in 10 provinces. A meeting via zoom was organized among the instructors and presidents of the subsidiaries that had basic life support manikins. Participants were informed

how to carry out events in open space in their own provinces. The radio and TV interviews also made the WRAH poster go viral.

Egypt

Egyptian Red Crescent organized a CPR and First Aid training for 30 staff members in a hotel to celebrate WRAH as part of the National Society's commercial First Aid programme.



Germany

German Red Cross provided support to the German Resuscitation Council in the implementation of the #ichrettedeindeinleben campaign. This campaign gave support to the introduction of CPR-education in schools. At least 50,000 people signed this petition for official submission.

India

Indian Red Cross held a CPR training for schoolchildren. The National Society shared posts of the activities on its social media network to raise awareness of the WRAH Day.



Iran

Iran Red Crescent Society held a nationwide CPR workshop for the general public.

Mexico

Mexican Red Cross disseminated information and conducted CPR training in different modalities. Around 13,064 people benefited from these activities. There were also a lot of posts published on the social media networks ([Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#) and [Tiktok](#)).

Netherlands

The Netherlands Red Cross held an online campaign through [Facebook](#), [Instagram](#), [LinkedIn](#) and its own Newsletter. The National Society also shared stories using the hashtag #CPRSavedMyLife. A total of 93,000 people were reached.



Niger

The National Society was able to train 4000 people. During all of their training, recycling, symposium or youth camp activities, the first aid teams organized focused sessions on CPR

Nigeria

Nigerian Red Cross organized a WRAH celebration with CPR trainings that involved 10,000 people.

Portugal

Portuguese Red Cross celebrated the WRAH Day by training around 30 children aged between 6 and 16 years old. The National Society shared posts on its social media accounts. 5,800 people were reached.

Russia

Russian Red Cross conducted a CPR master class in schools for children, teachers, students, police and staff from some other organizations. 480 people were trained.



Serbia

A panel discussion about the theme “Out of hospital sudden cardiac arrest – importance of early recognition and early CPR/ AED” was organized at Red Cross Society of Serbia’s Headquarters. The



panel discussion was organized with the support of the Ministry of Health and in partnership with the [National Olympic Committee](#). Respectable professors of anaesthesiology, cardiology, surgery and sport medicine participated in the discussion. Sudden cardiac arrests in sport was pointed out. RCS announced to organize an awareness campaign regarding lifesaving measures in sudden cardiac arrest and “Life in your hands”. The first stage of the program started in the area of sport. The National Society provided CPR/AED trainings for athletes, sport trainers and other people involved in sport. The famous Serbian

Olympic representative Zorana Arunovic joined the event. 50 participants followed the discussion at the Headquarters. 6 national TV companies reported the Event. The media coverage reached an estimated 100,000 people. A full version of the panel discussion is available on [here](#).

Singapore

Singapore Red Cross Society supported the National Resuscitation Council with other established local training organisations. The National Society and its partners celebrated the Day through CPR training and simulation. The activities can be found in this [video](#) .





Slovakia

Slovak Red Cross in collaboration with others published a number of [first aid videos](#) and algorithm tables. The National Society organized a project for Children to learn CPR and first aid with fairy-tale creatures. Most of the activities only had a limited number of participants due to COVID 19.

Slovenia

Slovenian Red Cross organized activities for WRAH in collaboration with the National Resuscitation Council. Together they designed and organized the campaign. First Aid courses were organized across the country. Jointly they also organized a press conference. Approximately 800,000 people were reached.

Uganda

Uganda Red Cross celebrated WRAH by providing CPR trainings to their clients. The trainings were held at the National Society's newly opened first aid training school. Beside trainings, there were posts circulated on its social media platforms.



Conclusion

To conclude, it was a huge success in countries, which organized activities to celebrate WRAH Day. Despite the Pandemic COVID 19 challenges, National Societies actively participated in the WRAH events and vigorously raised awareness on the subject 'Your Two Hands can Save Lives. **In total more than 1, 174, 297 people were reached.** People are reminded once again - 'Your Two hands can Save a life'!

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

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