



WFAD REPORT

2021

BE A HERO AT YOUR SCHOOL AND IN THE COMMUNITY



**First Aid
Reference
Centre**



WFAD REPORT

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Introduction and background

First aid has been at the heart of the Red Cross and Red Crescent Movement since its formation. It started with Henry Dunant in Solferino and how first aid saved lives. **Now 192 National Societies offer first aid education, training and services to their communities.**

For a long time, the International Federation of Red Cross and Red Crescent Societies (IFRC) has reaffirmed its commitment in first aid within the changing context of global health. In line with Strategy 2030, **The Global First Aid Reference Centre (GFARC)** believes that first aid skills should be accessible to all. First aid is a critical humanitarian act that empowers people to save lives and helps people recover from sudden illnesses, injuries and emotional distress. First aid skills enhance an individual's capacity to take swift action to reduce and stabilise serious injuries. First aid improves a casualty's chance of survival.

IFRC National Societies network is the largest providing quality first aid trainings and education. In 2017, 116 National Societies trained **more than 20 million people** in first aid. **Since 2003**, the second Saturday in September marks **World First Aid Day**. This is an opportunity to raise global awareness about the importance of first aid. This global event is coordinated by the GFARC, which provides support and resources to National Societies. The World First Aid Day activities reach a wide public audience. These activities aim to change the world's view in first aid education. In 2021, **56 National Societies reached more than 24 million people** with awareness activities in promoting and celebrating the power of first aid on World First Aid Day.

The theme of World First Aid Day in 2021 was "**Be a hero at your school and in the community**". Activities focused on preventive and life-saving skills for a safe school day, placing children at the core of first aid awareness. The theme also included prevention around life-saving actions in these unprecedented times of COVID-19. These measures include obligations to wear masks at school, to wash hands regularly and adaptation required in first aid procedures. Activities were organised to raise awareness either using digital means or in safe places due to the pandemic restrictions. World First Aid Day aims to promote first aid and highlight the importance of engaging learners, general public and first aiders.

KEYS NUMBERS

56 completed reports received from different National Societies.

2 702 250 people were trained on first aid.

24 017 202 people reached through social media.

151 966 volunteers or staffs involved.

92% of National Societies involved used the theme.

70% of National Societies involved used all or some of the materials provide by GFARC.



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 reports also help National Societies exchange **good practices and ideas**.

All the numbers are based on the evaluation reports sent by National Societies 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 reports of the following National Societies: Argentina Red Cross; Australian Red Cross; Austrian Red Cross; Bahrain Red Crescent; Brazil Red Cross; Cambodian Red Cross; Chile Red Cross Society; Colombian Red Cross; Costa Rica Red Cross Society; Croatia Red Cross Society; Dominican Republic Red Cross; Fiji Red Cross Society; French Red Cross; Gambia Red Cross Society; Georgia Red Cross Society; German Red Cross; Iranian Red Crescent Society; Ivory Coast Red Cross; Japanese Red Cross Society; Malagasy Red Cross; Malawi Red Cross; Maldivian Red Crescent; Mexican Red Cross; Mongolian Red Cross Society; Myanmar Red Cross; Nepal Red Cross Society; Niger Red Cross; Nigeria Red Cross; Pakistan Red Crescent Society; Panama Red Cross; Philippines Red Cross; Portuguese Red Cross; Red Crescent of Kazakhstan; Red Cross of North Macedonia; Red Cross of Serbia; Red Cross Society of China; Red Cross Society of China – Hong Kong Branch; Red Cross Society of China – Macau Branch; Red Cross Society of the Netherlands; Republic of Korea Red Cross; Russian Red Cross; Saudi Red Crescent Authority; Singapore Red Cross Society; Slovak Red Cross; Slovenia Red Cross; Somalia Red Crescent; Spanish Red Cross; Swiss Red Cross; Thai Red Cross Society; Timor Leste Red Cross Society; Tonga Red Cross Society; Tunisian Red Crescent Society; Turkish Red Crescent Society; Uganda Red Cross; Ukrainian Red Cross Society; Vanuatu Red Cross Society.

Use of the IFRC GFARC WFAD communication package by National Societies

As the pandemic continues, the interest in online first aid trainings increases. In order to support and respond to National Societies' requests, the GFARC developed a toolkit. The toolkits were sent directly by email to first aid focal points in all National Societies. The toolkit was also uploaded on relevant first aid [platform](#). The WFAD toolkit aims to target key groups, which include children and young people, as well as teachers, school staff and parents. National Societies used all or some of the materials in the toolkit. The toolkit was translated into other languages. Majority of NS used the WFAD theme and the materials. The comics "**Children and First aid**" and the "**Advocacy Paper: First aid at school**" were most used. Some National societies kept the main theme but created their own materials. All National Societies, which sent back their evaluation reports, used some materials in the WFAD toolkit. More than **80% of national societies found the materials useful**.

The following material was sent to National Societies in 4 languages:

- ✓ [Advocacy Paper : First aid at school](#)
- ✓ Comics – Children and First aid
 - [Burns](#)
 - [Fractures](#)
- ✓ [Beary Story: missing words and explanations](#)
- ✓ [Beary covid-19 Prevention poster](#)
- ✓ Activity Worksheets for teachers and educators :
 - [Choking](#)
 - [Burns](#)
 - [Road Safety](#)





National Societies found it very helpful to have the WFAD theme in 2021 about schools and children. It was relevant as WFAD is in September. In many countries, this period coincides with the start of the school year. Activities revolved around a typical school day of a child. These activities were either organized remotely or conducted by face-to-face sessions. They allowed children to grasp the concept of first aid, injury prevention, and awareness of hazards and risks on roads and at homes. It also includes important actions during COVID-19 such as how to wear a mask at school and adaptation of first aid procedures. The Global First Aid Reference Centre also provided other materials. However, some NS requested to have more tools and materials for adaptation. The tools sent to NS were in 4 languages; English, French, Spanish and Arabic. Some National Societies translated these tools into their own languages including Turkish Red Crescent Society and Portuguese Red Cross. Many National Societies appreciated the tools provided by the GFARC. Some National Societies asked for more cooperation with National Societies in neighbouring countries. Others would also like to work with the GFARC more closely so they could organize bigger WFAD celebration events.



Report on Media and Social Media coverage



*This year, another communication campaign on **World Re-start A Heart Day** took place in the last week of September and the week of 16th October. The slogan was “**Your two hands can save a life**”. The GFARC produced tools to support the campaign. The GFARC encouraged NS to participate as much as possible in this global event. The event highlights the importance of training on cardiac arrests. More information is available in the Event’s specific report and its [website](#).*

SOCIAL MEDIA CAMPAIGN (IFRC AND GFARC)

One week before the World First Aid Day celebration in 2021, a communication plan was released via the social media networks ([Facebook](#), [Instagram](#), [LinkedIn](#), [Twitter](#), [website](#)). The Global First Aid Reference Centre placed a key focus on WFAD. Videos, photos and testimonies from NS regarding first aid training and education from 2020 WFAD celebrations were posted on these networks to encourage more people to join the RCRC first aid community. The hashtag #WFAD was used by all NS.

2021's WFAD campaign was very important in order to reach out to a large audience. As the pandemic response requires restrictions and prevention measures, the use of social media is the best way for the WFAD celebrations. Majority of the National Societies opted for online campaigns instead of on-the-ground events in order to comply with social distancing and other related preventive health safety measures. WFAD publications and related material packages were reported to be a huge success in all regions. Materials were shared and viewed by communities, volunteers and the public who had not used RCRC websites previously. 56 National Societies reported that **more than 24 million people** were reached through different social media channels.

In celebration of WFAD 2021, almost all National Societies had their own publications on Twitter, Facebook and Instagram. The impact of these channels to promote and raise awareness increases each year. The results exceed expectations. However, it remains difficult to have exact statistical data available from all National Societies.

WFAD

Name of the post	Date	Likes	Comments	Shares	People reached	Engagements
WFAD Plans - Russian RC	05-avr	10	0	5	653	55
WFAD Ressources	05-juil	45	0	13	1018	150
WFAD toolkit	20-juil	16	0	2	589	29
WFAD toolkit Reminder	06-sept	21	0	3	567	59
Teaching first aid to children in Africa	08-sept	22	0	11	716	73
Disaster game	09-sept	19	0	6	720	54
Red Talk reminder	10-sept	21	3	18	1900	130
Happy #WorldFirstAidDay	11-sept	98	0	87	7440	537
Congratulations for your activities	14-sept	48	0	4	1470	104
FirstAidAtSchool in Azerbaijan, Democratic Republic of Congo and Venezuela	17-sept	37	2	7	873	42
WFAD activities of NS	24-sept	0	2	29	6063	769
TOTAL		337	7	185	22009	2002

Red Talk: Why first aid at schools is so important

The talk was conducted with Salomé Boucif from the GFARC team, Alc Msusa from Malawi Red Cross, Maryam Nakhsaz from Iranian Red Crescent and Von Ryan Ong from Philippines Red Cross.

The [Red Talk](#) received some high volume of engagement across the IFRC media platforms. **Over 22,000 people were reached on Facebook, 9,000 viewed video, over 281 likes on LinkedIn and 7,000 impressions.**

GLOBAL EVENT AND PARTNERSHIP

As children were the key target for this year's theme, the GFARC collaborated with the French Federation for domestic risk prevention to create the Beary prevention poster and Beary Story. In addition, the GFARC would like to thank the Belgian Red-Cross Flanders and the Slovenian Red

Cross, which took part in the WFAD Activity sheets production. We would also like to highlight our cooperation with Dr. Tamer Ramadan, Head of Country Delegation for Libya, who provided the children & first aid comics. It was a great success.



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

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

Staff from **Ivory Coast Red Cross Society** gave interviews on one of the country's leading radios. The interview was also hosted on Radio Amitié.

Gambia Red Cross Society's media department published the WFAD events on its official social media platforms. The National Society had very good media coverage for its activities. About 10 percent of the population was reached.

Malawi Red Cross Society conducted advocacy meetings with the Ministry of Education and Ministry of Health. 4 National Media Houses and TV stations were invited to the event. The following Media Houses covered all the activities: Malawi Broad Casting Corporation Radio; Times Television; Zodiak Radio Station; Malawi Institute of Journalism Radio Station and Nation Newspaper. The media coverage reached 82% of the population.



Nigerian Red Cross conducted a radio outreach at solid FM 100.9 about the importance of first aid. The broadcast reached out to about 3.5 million people.

Somalia Red Crescent Society presented on two TV programs and one Radio show to cover their WFAD events

Uganda Red Cross used its communication unit and disseminated WFAD information widely. Posts were uploaded on its social media platforms.

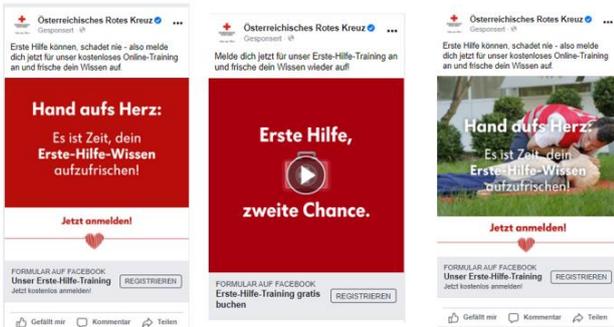
Argentina Red Cross had its WFAD press release mentioned 41 times by the graphic, digital, radio and television media. These media channels were used to present the First Aid Week and to announce the National Society's local actions. The National Society also generated opportunities to raise awareness on First Aid in [television programs](#) and topics of general interest on [radio programs](#).



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Dominican Republic Red Cross carried out radio and TV interviews. The media coverage was in 10 out of 39 provinces.

Mexican Red Cross hosted 2 webinars on YouTube to reach out to a large audience. The National Society posted the entire Event on its social media platforms to celebrate the WFAD.



Austrian Red Cross had its WFAD activities reported by several newspapers several times. A well-known newspaper that has an official reach of 30% of the population also covered the National Society's WFAD activities.

All WFAD activities of **Croatian Red Cross** were followed through by the local and national media. 33 Red Cross branches had media coverage

French Red Cross shared the importance of first aid by conducting many interviews for different magazines and journals like: Mon Quotidien, Le Monde des Ados and Le Figaro.

German Red Cross issued a press release by Gerda Hasselfeldt, President of the German Red Cross. This press release was published several times and discussed on social media.

A release of celebration of the WFAD 2021 of **Georgia Red Cross Society** was published on its [official Facebook](#) and other social media pages of schools where trainings were conducted. Outdoor events organized in Marneuli were highlighted by the local media and posted on the local city hall's official web page.



Russian Red Cross's first aid trainers performed on regional television and radio.

Red Cross of North Macedonia had local media coverage of WFAD events in all cities of the country. In the capital Skopje, there was also national media coverage of the World First Aid Day 2021 celebration.

Red Cross of Serbia had 10 national and local TV companies reported about its regional events. The media coverage reached around 150,000 people.

Slovak Red Cross was featured on TASR; RTVS – television and RTVS – radio.



Slovenian Red Cross reached approximately 100,000 people through local and national TV, radio newspapers and other media

In Turkey, more than 10 local TV channels and newspapers gave **Turkish Red Crescent** an appearance on their national and local media and news (249 features). Media representatives had also shared the National Society's WFAD press release. This information and first aid knowledge reached more than 423,814 people through newspapers and TV channels.

All World First Aid Day events of the **Ukrainian Red Cross Society** were covered by the local media and on their social media.

Australian Red Cross published its WFAD materials on [Facebook](#) and [Instagram](#). Meanwhile, the National Society also introduced people to their first aid and CPR resources on its [website](#). The team kicked off its [TikTok](#) channel by engaging first aid videos. They also created a key feature in its e-newsletter dedicated to members and volunteers. It also distributed information through internal Red Cross channels. The National Society launched a research and case study led media campaign "Australians want first aid training in schools". It was very successful. These activities were featured on different channels and newspapers.



Japanese Red Cross Society's WFAD events appeared twice on newspapers and once on a TV channel.

Macau Red Cross had an article published by the local newspaper (Macau Daily). It was about one of its instructors who shared first aid knowledge and skills at a school in Macau.

Maldivian Red Crescent created the hashtag of #FirstAidHero and #WorldFirstAidDay to celebrate the WFAD. It also posted key messages on all its social media platforms ([Facebook](#); [Twitter](#) and [Instagram](#)).

Mongolian Red Cross Society used [Facebook](#) as it is the most-used communication in Mongolia. The National Society posted messages about the importance of first aid and WFAD celebration activities on social networks to maximise its dissemination.

Myanmar Red Cross Society conducted a TV interview with many first aiders. In addition, the National Society also published a first aid video on the [Myanmar Red Cross Facebook](#).

Nepal Red Cross Society's branches published first aid related articles in their news portal. They also disseminated photos of first aid response and other events to mark the WFAD 2021.

The media coverage for **Pakistan Red Crescent Society** was extensive. The current Chairman of PRCS is a national celebrity in his own right. Social media was used to raise awareness regarding the importance of First Aid across the country. The National Society's activities were highlighted on local print and electronic media.



The **Philippines Red Cross** team implemented an information drive through art cards. They were posted on its social media platforms.

The media coverage of the activities of the **Red Crescent of Kazakhstan** was posted on the branches' personal pages where a first aid master class was carried out. The marathon event also had the local media channels' coverage.

Red Cross Society of China published its WFAD activities on 54 newspapers, 69 websites, 32 television and radio channels and 53 Web media.

Red Cross Society of China – Hong Kong Branch featured its WFAD event on TV and showcased first aid techniques with well-known celebrities Ms Queenie Chu, a local TV star and Dr Jason Chan.



Korean Red Cross's activities were reported by 15 local and daily newspapers of the country.

Timor Leste Red Cross was invited to present on the Daily news broadcast of the national television. The program reached out to 13 municipalities. The program was also accessible in countries such as Portugal, United Kingdom, Australia and Indonesia. The National Society's WFAD events were broadcasted by the Metro Radio, which only reached Dili the capital and some municipalities.

Tonga Red Cross Society launched a TV and Radio Campaign by hosting an official commemoration program. The coverage was through FM radio and Television stations of the main island. The other five islands were reached through AM radio Station.

The Public Relations Committee of the **Bahrain Red Crescent Society** covered the WFAD event and also published the event on local newspapers.

Iranian Red Crescent Society had its event broadcasted live on the TV program. Its group activities were posted on social media networks, e-learning platforms on the web. The National Society also carried out interviews on radio programs with local networks.



Saudi Red Crescent Authority hosted its event on the country's most well-known channel (I-Ikhbaria). The Head of first aid was interviewed. In addition, the National Society also had time slots and made an appearance on the Saudi TV and Gulf Rotana channels. It explained about first aid for suffocation, drowning and cardiopulmonary resuscitation.

Africa

Ivory Coast

The Ivory Coast Red Cross opted for an online campaign using social media networks to sensitize people in first aid. In addition, the National Society also provided practical first aid training to the public. 58 people were trained. Animated mini workshops on first aid were conducted. The importance of saving lives was also emphasised.

Gambia

Due to COVID-19, Gambia Red Cross Society launched an online campaign celebrating WFAD using the social media networks. The National Society used the WFAD theme and tools provided by the GFARC. It was very successful. 10% of the population was reached.

Madagascar

The Malagasy Red Cross organized a WFAD awareness campaign. Events were held in 4 major pharmacies in the capital of Antananarivo. The National Society prepared a short demonstration and conducted first aid amidst COVID-19. Poster presentation was also developed to raise awareness.



MALAWI

Malawi Red Cross conducted advocacy meetings with the Ministry of Education and Ministry of Health.



The National Society also invited teachers and learners from some schools to join. In addition, a panel discussion was held with these ministries and schools. The National Society explained the 2021 WFAD theme and advocated for the inclusion of first aid in school curriculum. Afterwards the National Society organized a round table advocacy discussion with principals of teacher training colleges and directors of Basic Education from district and national levels. All their activities were sponsored and supported by Government funds.

NIGER

Niger Red Cross held an outside event with volunteers, they did an awareness campaign through first aid simulation exercises (response in front of mass casualties). The team had first aid videos in a booth with CPR stand. They received support from the French Red Cross and Philips Foundation.

NIGERIA

Nigerian Red Cross planned an outdoor event as well as an online campaign using social media networks. The National Society shared the toolkit provided by GFARC via a public webinar on zoom, which focused on the importance of first aid in the community. They trained youth cooperators on basic first aid skills in emergencies. Newly registered volunteers were also trained and prepared with basic first aid skills to save lives. Furthermore, they trained and sensitized school units and organizations on first aid skills by distributing “*Pocket First Aid Guide*”. The National Society also had a road show with simulation along major streets of Warri, Delta State.



Somalia

Somalian Red Crescent organized big events in 4 main branches: Dhusmareb, Galkayo, Jowhar and Mogadishu. The Dhusmareb branch organized a first aid simulation exercise by a trained volunteer responders’ team. A football tournament game was held in the afternoon to raise first aid awareness. Volunteers presented a first aid drama to the participants in the event. The Galkayo and Mogadishu branches organized a street match with the

Ambulance Responders Team and volunteers. They made a presentation on the first aid program and its achievements throughout the year. Lastly, drama and songs were presented. In the Jowhar branch’s WFAD celebration, it included speeches from the National Society’s first aid managers and the Head of ICRC of Hirshabelle state office. The event was organised to highlight the importance of first aid and its value in the RCRC Movement.

UGANDA

The Uganda Red Cross Society shot a video of one of its junior youth trainers disseminating first aid. The video is being used in schools and other juniors’ trainings. The National Society also staged an accident simulation exercise in one of the hot spots. Demonstrations were carried out in response to different injuries, in unconscious and not breathing casualties, severe bleeding, fractures and fainting. These activities were supported by the internal emergency ambulance project fund.



Americas

Argentina

Argentina Red Cross used the WFAD theme. However, the National Society designed its own materials and activities according to its target age groups and context. Activities were conducted in schools, both virtually and in person about First Aid, its importance and how to apply it in the different moments of their daily lives. Participants included children and adolescents, teachers/non-teaching staff and parents. . The activities were also shown live on Instagram with the instructors. An activity

was developed for boys and girls about first aid. Furthermore, a video was produced out of the audio-visual recording of the activities in schools and the girls and boys' testimonies on what they learned. , The [video](#) is used is to raise awareness about learning first aid.

Brazil

Brazilian Red Cross conducted a webinar where first aid trainers offered their time and delivered informative first aid sessions. The trainers demonstrated their expert knowledge in how to administer first aid to save lives. They also advocated for the importance of learning first aid through their social media accounts mainly through [Instagram](#).

Chile

Chile Red Cross Society held a community first aid training for 5,000 people. In addition, they offered basic and advanced first aid trainings for volunteers. Moreover, an awareness campaign on first aid was launched through their first aid App and social media network.

Colombia

The National Directorate of Health and Education of the Colombian Red Cross made a live broadcast through ([Facebook](#), [YouTube](#) & [Twitter](#)). The program was called “*Learn first aid and save lives*”. The duration of the program was 1 hour and 16 minutes. The program reached 9,586 people.



Costa Rica

Costa Rica Red Cross, used the WFAD theme but created their own materials and tools to disseminate this year's key message of being a first aid hero at school and in the community. They also organised training and face-to-face talks on it.



Dominican Republic

Dominican Red Cross (CRD) organised drills in the main parks of 10 provinces of the country. Besides, they disseminated first aid messages through WhatsApp groups, [Instagram](#), [Twitter](#) and [Facebook](#). It is estimated that the message reached more than 3,000 people excluding National Society's volunteers and staff.

Mexico

Mexican Red Cross had its WFAD celebration during the whole month of September. 15 State Training Delegations participated in the celebration (Baja California, Baja California Sur, Campeche, Chiapas, Colima, Durango, Guanajuato, Guerrero, Hidalgo, Jalisco, Michoacán, Nayarit, Oaxaca, Sinaloa and National Headquarters). Approximately 13,064 people benefited from first aid and related information dissemination and trainings. These activities were either carried out in person, hybrid, or through online platforms such as Zoom/Teams/Google Meet. The National Society also held 2 webinars; one for the general public titled "*Knowing first aid makes the difference*", and the other one for first aid instructors titled "*Saving Lives, Changing Mentalities*".



Panama

Panama Red Cross carried out awareness-raising activities both in person and through social media. The National Society delivered talks to the community, distributed flyers with first aid material and organized cardiopulmonary resuscitation (CPR) demonstrations with simulators.

Asia-Pacific

Australia

Australian Red Cross made a public relations campaign to underpin the activity using new research as the media hook. The National Society highlighted the importance of physical and psychological health and wellbeing. It also organized free live online basic first aid sessions geared towards young people, their families and the community. The National Society launched an advocacy social media campaign and shared the stories of youths who had real life first aid experience. The bespoke school's initiative is to engage and empower young people to be 'First Aid Champions'.





Cambodia



Cambodian Red Cross conducted demonstrations on first aid techniques adapted to COVID-19 to lay people, staff, youths and volunteers. Unfortunately, schoolchildren were not involved because the government banned all schools' attendance across the country. Nevertheless, the National Society provided first aid trainings to staff and celebrated WFAD on its social media networks (First Aid App, [Facebook](#) and [Tiktok](#)).

Fiji

The National Society's Training Department conducted free online first aid awareness trainings to targeted groups. The turnout was amazing despite the current pandemic situation. This showed that people are still ready to learn, share and offer a helping hand during emergencies and save lives. The National Society also used social media to raise awareness and invite people to sign up for first aid courses. In addition, direct email invitations were sent out to clients for future first aid training.

Japan

Due to COVID19, the number of WFAD events was fewer than before. Nevertheless, some branches still implemented WFAD activities. Basic Life Support exhibitions were organized at a hospital and shopping malls. The team also distributed leaflets on WFAD and first aid to blood donors. Furthermore, a simulation on CPR including how to use AED was conducted. An online training for injuries treatment was streamed live on [Instagram](#). First Aid promotion was presented on TV and newspapers.



Kazakhstan

18 branches of the Red Crescent society of Kazakhstan conducted master classes on first aid for middle school students. Besides, in one of the cities, volunteers took part in a marathon as first aid runners. They provided first aid to casualties with various injuries such as bruises, abrasion, fainting and convulsions. Also, posts celebrating the day were shared on social media platforms.



Maldives

Maldivian Red Crescent conducted first Aid awareness sessions for students and migrants in Feydhoo School and Villa College Foundation. As regulations differed from one place to another, the Feydhoo School Session was conducted virtually for grade 7, 8 and 9 students. The sessions at Villa College and the Migrant Session were conducted in person. First aid

awareness session was also conducted on World First Aid Day 2021 in Muhyiddin School in Villimale. The session was conducted by a volunteer and one staff with three other unit members. More than 12,282 people were reached.

Mongolia

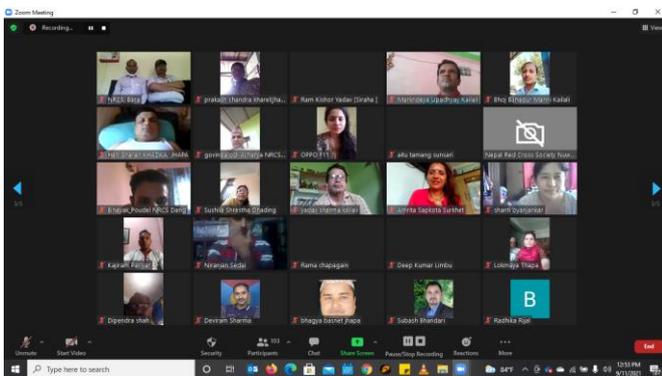
Mongolian Red Cross Society only carried out online first aid dissemination activities among secondary schools due to the high local COVID 19 infection rate. First aid promotion was carried out through social media networks such as [Facebook](#) and local Red Cross mid-level branches official webpages. The aim was to raise awareness in helping injured people and providing correct first aid in an emergency.

MYANMAR

The Headquarter of Myanmar Red Cross Society conducted an essay writing competition and a first aid quiz competition with the support of German Red Cross. A formal message from the President of MRCS in commemoration of the WFAD 2021 was published on social media with a campaign to change profile photo according to this year's theme. In addition, there were masks distribution and blood donation campaigns. Also more than 580 Red Cross volunteers provided medical coverage for 12,530 people who were either affected or suspected to be affected by COVID-19 in Yangon Region.

Nepal

Due to the COVID19 situation, Nepal Red Cross Society (NRCS) targeted to address the people stayed at home. A virtual first aid update 3 days' training was organized for first aid trainers in different



provinces. Altogether 625 first aid trainers participated in the update workshop. Additionally, a video of different First Aid skills with COVID 19 adaptation according to IFRC first aid guidelines was presented. NRCS branches organized first aid skills simulation for ambulance drivers and published related articles in the news portals. There were also dissemination of response photos and events to mark the WFAD 2021. Altogether 50 branches

marked the WFAD with different activities and reached 50,000 people with first aid knowledge and skills. 50,000 people received first aid information directly through orientation and simulation sessions. More than 100,000 people received first aid information through social media and online news.

Pakistan

Pakistan Red Crescent Society (PRCS) is already conducting first aid trainings across the country primarily in schools and colleges for the past 6 years. Therefore, the WFAD theme was right up PRCS's alley. The National Society was able to engage both public and private schools in WFAD activities across the country. First Aid trainings were organized in schools where trainings had been



conducted before. Brochures were given out and key messages were posted in different locations. Around 38,000 people were trained in Basic First Aid.

People's Republic of china

The Red Cross Society of China held a press conference on World First Aid Day. In the press conference, the National Society introduced WFAD theme - 'Be a first aid hero at school and in community'. Beijing Red Cross Branch highlighted their first aid involvement in the Winter Olympic Games. The branch released the list of the top ten most dedicated first aiders. Branches at all levels seized the opportunity of WFAD and vigorously promoted publicity and the popularization of first aid.



Various online and offline channels presented innovative formats and methods used to carry out activities such as first aid popularization lectures, first aider training, emergency drills and WFAD theme publicity. This aims to improve the popularization rate of first aid. Alongside with these activities, the National Society also strengthened its cooperation with relevant medias and publicized the Red Cross first aiders' actions and first aid in the Red Cross.

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Hong Kong – Branch of the Red Cross Society of China



Hong Kong Red Cross organized 3 different activities for the World First Aid Day 2021. The main event was a public first aid workshop. This public first aid training was conducted for different students in Hong Kong via Zoom and face-to-face training. A [Facebook live](#) on First Aid promotion was hosted by celebrities Ms Queenie Chu, a local TV star and Dr Jason Chan. More than 34,000 people viewed this TV program. Lastly, a first aid talk was organized among students of a local university to promote World First Aid Day.

Macau - Branch of the Red Cross Society of China

Macau Red Cross organized many seminars and trainings at different schools in Macau (ITSI, MAC) to share basic first aid knowledge, and skills in CPR, AED and bandaging. The activities aimed to promote the WFAD theme "Be a hero at school and in your community" to students and teachers.



Philippines

This year, with the challenges brought by the pandemic the WFAD activities were held online. Philippines Red Cross organized a webinar with topics including first aid modifications in response to COVID-19, and materials targeting a young age-friendly audience and its community. The webinar was held through Zoom Communications and Facebook Live. It was hosted by Ms. Jef Gaitan, a famous TV actress host and Mr. Arshie Larga, an EduTok Content Creator. Online games and contests were also incorporated, as the target audience were primarily children and teenagers. These contests consisted of online quizzes, online scavenger hunt, and word scramble games. Furthermore, to augment the messaging to reach a wider audience, an engaging video was produced tackling first aid related topics and its many misconceptions. These videos provided correct information on how to provide first aid, based on the First Aid Reference Manual. The team also partnered with other organizations to promote WFAD celebrations. Materials and activities were developed with promotion of training services and First Aid. This may enhance the idea of a potential IFRC application. These activities were sponsored by Pocari Sweat, Powerheart G5 AED, IFRC and the German Red Cross.



Republic of Korea

Korean Red Cross (KNRC) used the theme and developed its own materials. The National Society conducted the World First Aid Day campaign virtually due to COVID-19. The campaign was presented online. A separate video was created to promote WFAD. Posts were published on the KNRC homepage and also via other social media networks: [Instagram](#), [Facebook](#) and others. A public relations and citizen participation plan was implemented. Starbucks coffee vouchers were given to 100 people in a lottery. The KNRC showed the video to trainees during breaks in offline first aid training.

Singapore

Singapore Red Cross Society offered an 8-hours certified Basic Cardiac Life Support course to youths aged 15-35 years old at a 50% discounted fee to celebrate the WFAD. It was a successful strategy as many youths registered and participated in the training. There were also 3 Facebook posts to advertise and promote the importance of First Aid. The posts reached more than 100,000 people.



Thailand

Thai Red Cross Society organized online activities through webinars. A first aid training webinar was held. More than 2,000 people were trained. There was also a discussion session to give ideas on how to train first aid during COVID-19. People with public influence were invited to present interesting online teaching techniques and share their ideas on [YouTube](#).

TIMOR LESTE

The World First Aid Day in 2021 was celebrated with a big online event due to the pandemic. In a virtual plan, students and young people received first aid educational information via Timor Leste Red Cross social media accounts. At the Dili branch, some of the national senior management staff participated in the WFAD celebration event by delivering speeches and giving out certificates to active trained first aid volunteers. In this event, targeted school students were also invited to participate as school representatives of the primary school in Viqueque municipality.



Tonga

Tonga Red Cross Society held an outdoor event to celebrate WFAD. The National Society conducted commercial first aid trainings with Tonga Water Board, Tonga Fire Airport Services and Community Acts School. The National Society also hosted an official commemoration program with a focus on first aid. Certificates were given out to senior first aiders

Vanuatu

Vanuatu Red Cross Society shared first aid educational information on their social media. The National Society also organised a WFAD celebration at Port Resolution. The day was full of activities carried out among staff, volunteers and in schools. The event started with a parade and a speech to celebrate the occasion. First aid was highlighted and it was followed by a cake cutting. The celebration included a first aid skills demonstration to raise awareness on correct first aid techniques. There were also first aid quizzes and prizes awarded to winners.



Europe

Austria

In 2021, Austrian Red Cross celebrated first aid from September until October. The National Society had a good reach out to 500,000 people who made an online training. Many people had registered on their [landing page](#), watched a video and then completed a quiz. The team also published and advertised new, up-to-date first aid contents on [YouTube](#). The National Society provided [free online courses](#), publications on [Facebook](#) and held smaller events all over the country. People had the opportunity to learn first aid.



Croatia

The Croatian Red Cross's branches organized a series of activities related to the theme of World First Aid Day. Activities were held outdoors and in schools. Collaborators on some activities were members of the emergency services, such as emergency medical services and the police. To address the needs of first aid education and promotion, the National Society made its own posters and picture books inspired by Beary. They used the long-time mascot of the Croatian Red Cross: Jurica Bear. The team also made several promotional and educational [videos](#) related to first aid procedures.

FRANCE

French Red Cross celebrated the day through an online campaign. The National Society created [a prevention and first aid module](#) for secondary school students in 3 languages (English, French and Spanish). The Arabic version is being prepared and will be launched soon. The National Society also organized awareness and promotion campaigns in first aid by filming videos with celebrities, former Miss France Marine Lorphelin, Instagram influencers Jujufitcats and Benito.



Georgia

Georgia Red Cross Society (GRCS) held an online meeting for staff and volunteers from different branches. Participants were introduced to the theme and key messages of the WFAD 2021. They received information about planned activities dedicated for the whole week. The GRCS organized various awareness-raising activities using the tools provided by the IFRC. The National Society conducted first aid trainings for schoolchildren, teachers and parents. Due to COVID-19, the activities were organized by means of face-to-face as well as online. GRCS organized simulation exercises with involvement of the schoolchildren. Videos were produced based on these activities. These videos were presented to other schools who showed huge interest in the National Society's work. Theoretical first aid is already part of the school curriculum in Georgia. Georgia Red Cross Society used the key messages in WFAD to advocate for compulsory first aid training in schools. The National Society sent an official letter to the Ministry of Education and requested that GRCS's staff and volunteers will be allowed to conduct first aid activities at schools. During the week of





celebration, the volunteers also organized street events in open public space. More than 5,000 beneficiaries were reached.



Germany

German Red Cross (DRK) set up online campaigns to reach DRK's volunteers, full-time members as well as interested citizens nationwide. The National Society held many activities using the slogan of "Help instead of gape" as the central theme.

Netherlands

Netherlands Red Cross created an online campaign using social media networks such as ([Facebook](#), [Instagram](#) & [LinkedIn](#)). The National Society also used the push notification feature in its [App](#) and Newsletter, which reached 93,000 subscribers to remind them of WFAD. The National Society's publications and materials were developed by its own team creatively around this year's WFAD theme.

North Macedonia

North Macedonia Red Cross had simulation exercises organized by volunteers on World First Aid Day. They trained 2,350 people. A national first aid quiz was posted online for high school students. The National Society conducted first aid lectures in schools while it provided first aid manuals to the students.



Portugal

Portuguese Red Cross carried out first aid trainings for around 40 kids aged between 4 and 16 in their schools. These trainings included CPR. The National Society received a great response. In addition, the National Society posted all the materials produced by the GFARC on its first aid school [Facebook](#) and in different local centres.

Russia

World First Aid Day was celebrated in 40 regions of Russia. The Russian Red Cross organized with schools and developed "Classroom - First Aid", safety lessons, first aid for young scouts and quizzes for children titled "Safety is Everyone's Responsibility". The National Society provided presentations on recommended topics, and practical first aid training for children .and volunteers, simulated trauma, burns and wounds were used. Parents were involved in the trainings. They took part in the simulation -role played as the injured victims. Furthermore, in collaboration with the traffic police, the National Society trained children in safe behaviour on the roads. It conducted trainings in children's tennis and football academies for the children, their coaches as well as the parents of the Paralympic children team.

Serbia

Four regional WFAD celebrations were organized. These [events](#) consisted of the following: speech on the importance of first aid, first aid teams performance on simulated accidents, and young Red Cross volunteers' competition on first aid skills. First aid promotion directly with the public. These activities were organized in public places. A total of 33 local branches were involved to celebrate WFAD.



Slovakia

Slovak Red Cross celebrated WFAD. However, most of the activities had only a limited number of participants due to the pandemic. The National Society trained youth volunteers, public and school students. The activities were supported by the [Ministry of Education](#). The National Society posted multiple posts on [Facebook](#), on its [website](#) and on [Instagram](#) to highlight the WFAD and first aid.

Slovenia

Slovenia Red Cross hosted WFAD press conferences. During the event, the National Society organized free first aid courses. The activities reached approximately 100.000 people.



Spain

Spain Red Cross held first aid workshops in many of their locations. An introductory [webinar](#) on first aid was conducted and 20,000 people participated. Also in collaboration with the communications department, the National Society recorded a [podcast](#) with testimonials from people who applied first aid in emergencies.

Switzerland

Swiss Red Cross had collaboration with a health insurance company and a plasters' manufacturer for WFAD 2021. The National Society also organized an online campaign using social media networks ([Facebook](#); [Instagram](#); [LinkedIn](#) and [Twitter](#)).

Turkey

Turkish Red Crescent Society celebrated World First Aid Day 2021 with 34 First Aid Training Centres in 26 provinces. The National Society organized many activities. The WFAD Concept Note provided by GFARC was translated into Turkish language and the materials were sent to all first aid training centres. Some training centres organized online first aid trainings. Others organized awareness-raising activities through social media and live broadcasts. All centres shared their activities, information notes and first aid animation videos prepared by the National Society for WFAD. The videos were also prepared as “public service announcement (PSA)” in order to raise community awareness. It was published on the [official Turkish Red Crescent YouTube channel](#) and [first aid website](#).



Ukraine

Ukrainian Red Cross Society organised first aid workshops for kids and outdoor activities. They included the GFARC tools as part of the WFAD festival for children and communities. All World First Aid Day events were covered through social media and local media.

Middle East and North Africa

Bahrain

According to this year's WFAD theme, the main emphasis was among schoolchildren. There is also a focus on students whom Bahrain Red Crescent Society found most responsive and interactive with first aid. Trainings were provided in a number of Bahrain schools. The number of students attended the trainings was about 450 with educational staff. The materials produced by the GFARC was used to support these trainings.



IRAN

Iran Red Crescent Society (IRCS) held training courses for workers in a number of industrial factories and mines. The National Society also sent training SMS to volunteers and had live broadcast on TV. They shared promotional posts on social media networks and e-learning Platform on web. In addition, due to COVID19, students in the country use a learning app titled <SHAD>. The IRCS produced a feature page on 'SHAD'. Students can access and use the page for first aid education.

Saudi Arabia

The Saudi Red Crescent Authority celebrated WFAD in many forms. The National Society carried out several activities either in person and online first aid training courses. They organized awareness lectures for students addressing the importance of learning first aid and how it can save lives. There were also interactive corners organized in shopping malls where the National Society held first aid simulations. Moreover, to advocate first aid at a large scale, the team shared posts on its social media accounts while conducted multiple TV interviews.



Tunisia

Tunisian Red Crescent organized outdoor activities for WFAD. Many volunteers, children and parents participated. They all celebrated the WFAD by planning games with children. The National Society also organized drawing and colouring activities for the participants in a first aid simulation. The team showed participants how learning first aid is crucial.

Conclusion

To conclude, in every country where WFAD activities were organized, it was a success. The event enabled National Societies to reach out to many people and involve many different groups. The World First Aid Day provides an opportunity for RC/RC NS to highlight the need and its importance to include first aid in school and in the community. To make this happen, advocacy towards decision makers to include first aid in school curriculums needs to be actively encouraged. First aid education and trainings for children is preferred to include gamification and be interactive. In the current pandemic situation, first aid practice and measures should also focus on wearing masks, personal protection equipment and changes to adapt in different settings. WFAD is a reminder that everyone can be a first aid hero.



**First Aid
Reference
Centre**



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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