



**First Aid
Reference
Centre**



WORLD RESTART A HEART DAY REPORT 2022



Report WRAH 2022

Everyone deserves the opportunity

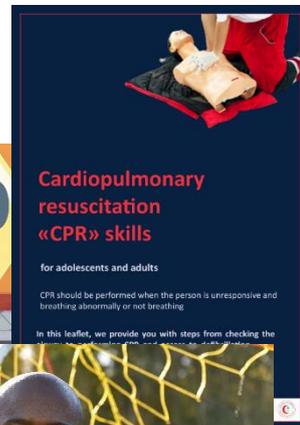
IFRC Global First Aid Reference Centre activities



This year, the IFRC through GFARC joined once again the initiative launched by ILCOR on World Restart A Heart day around the 16th of October! The GFARC developed to a communication campaign to celebrate the day through the slogan "Everyone deserves the opportunity". Specific GFARC package for WRAH day was sent to focal points of all National Societies as well as uploaded on the [website](#). The toolkit is focused on [CPR](#) and how to use an Automated External Defibrillator. There was also a collaboration with the International Committee of the Red Cross, Snapchat Inc, Belgian Red Cross and Saudi Arabia Red Crescent Authority for developing some of the tools.

Toolkit

- [Guidance note](#)
- [Official Poster 2022](#)
- [CPR Steps flyer](#)
- [Everyone deserves the opportunity Poster](#)
- [World Restart A Heart Picture Frame](#)
- [Video on providing CPR after drowning \(child\)](#)
- [Video on providing CPR for an adult who is unresponsive and not breathing normally](#)
- [Video on CPR music hits](#)
- [Leaflet on first aid steps for cardiac arrest or stroke – for adults and adolescents](#)
- [Leaflet on first aid steps for cardiac arrest or stroke – for babies and children](#)
- [Snapchat lens for providing CPR in augmented reality](#)
- [Video of footballer Fabrice Muamba on importance of CPR](#)



GFARC Social Media Statistics

Name of the post	Date	Likes	Comments	Shares	People reached	Engagements
Report of WRAH	07/02/2022	9	0	0	231	20
ERC congress	17/06/2022	36	3	2	1100	126
ICRC Video	14/10/2022	5	1	0	287	23
MENA regional competition	14/10/2022	2	0	0	193	6
Belgian music hits CPR	15/10/2022	21	0	4	760	89
Happy WRAH	16/10/2022	15	0	1	390	26
Snapchat CPR lens	16/10/2022	22	1	5	475	83
World Restart A Heart Day	17/10/2022	139	1	34	6000	483
Photos from Montenegro	16/11/2022	18	1	0	365	50
TOTAL		267	7	46	9801	906

National Societies

Argentina

Argentine Red Cross carried out massive trainings together with other organizations such as Civil Defence, fire fighters, anaesthesiology and analgesia and medical emergencies foundation. The on-site event was attended by 350 to 400 people, but was cancelled in the middle of the day due to a severe storm.



Austria

Austrian Red Cross had interviews on the radio and reports about World Restart A Heart on television. They also included some activities online on Facebook and Instagram to be able to engage with the public. They reached 100 000 people.



Bahrain

The Bahrain Red Crescent Society organized trainings in public spaces during which it provided a number of young people with the theoretical and practical information necessary to qualify them to provide CPR when necessary. The work was done on this day in cooperation with the Arab Cardiopulmonary Resuscitation Group on October 20. They also used

the Snapchat CPR lens to help young people to retain the information in a fun way. The participants in the training program were able to practically apply this information through mannequins, and to ensure that they had mastered the skills.

Brazil

For WRAH, Brazil Red Cross carried out face-to-face CPR training actions for communities in vulnerable situations and also in public places to disseminate knowledge and skills in the different regions of the country.

Bulgaria

Key messages to the regional branches were sent and also published in the Bulgarian Red Cross newsletter and webpage. They performed CPR demonstrations in a big mall, in addition they published Information through their Viber channel and their Facebook page.



Denmark

7 local branches of the Danish Red Cross did Demonstrations of CPR in their Red Cross drift stores, training 250 persons.



Estonia

Estonian Red Cross held live events in commercial places and were able to train approximately 1700 people.



India

Indian Red Cross Society's staff and volunteers visited a public place and organize a quiz competition that was open for the general public on CPR. They also performed a public awareness and practical demonstration of CPR which was followed with a couple of scenarios and had 1500 trained.



Kazakhstan

Red Crescent of Kazakhstan conducted a master classes for the population, where they placed a great emphasis on the topic of cardiac arrest. The total coverage of the training was 822 people. They also had an online campaign for WRAH on Instagram.

Liechtenstein

Liechtenstein Red Cross supported the World Restart A Heart Day initiative through their own social Media (Facebook & Instagram) and also created a key feature in the dynamic e-newsletter distributed.

Madagascar

Malagasy Red Cross have trained the staff of the large international group RadissonBlu on using and automated external defibrillator in Ambodivona.

Mexico

as the National Headquarters, the Oaxaca State delegation of the Mexican Red Cross held a massive CPR event with 466 people throughout the event. Giving a total of 10,114 people benefited with information and training in first aid issues.

Montenegro

Red Cross of Montenegro organized WRAH activities on the main square of the capital of Montenegro – Podgorica. 14 first aid crews were invited to participate in this event and they have altogether with the citizens of Podgorica had the chance to be introduced to CPR. They had 5 different working points the first one, there have been tablets with a link to a quiz, and the winners have won prizes; in the second one participants were taught how to provide first aid in case of a heart attack and what are the symptoms and signs of a heart attack, how to put a





person in recovery position and they have had the chance to try it themselves; third one was focused on CPR techniques for adults, where the participants learned how to properly to it by trying it out on advanced dolls for the CPR with Bluetooth sensors, the app that this is referred to is QCPR; in the fourth working point we demonstrated how to do CPR techniques for babies; and in the fifth one participants had the chance to learn how to use AED. The participants were also media representatives, representatives of local authorities such as different Ministries. This day was very well followed by the media and it has appeared in 8 televisions and over 20 portals. In addition, they used social media to reach the general public and share information on the day.

Morocco

Moroccan Red Crescent celebrated the day by training around 50 persons while sharing in parallel posts on their social media accounts



Myanmar

Myanmar Red Cross Society organized public classes with more than 400 participants to practice CPR skills especially QCPR and to know more about CPR to save lives in emergencies.

Netherlands

The Netherlands Red Cross held an online campaign through Facebook, Instagram, LinkedIn and their Newsletter. They shared posts on the importance of learning CPR and reached 50 000 people. They also included the Snapchat CPR simulation on Twitter and had 1500 views and multiple clicks on the link.

People's Republic of China

Red Cross Society of China – Hong Kong Branch (Hong Kong Red Cross) organized an online CPR Relay on WRAH. More than 70 people enrolled in the event and learned CPR & AED via zoom training. After the training, all of them used the Anniwhere program of Laerdal (QCPR Classroom app and Anniwhere Manikin) to practice CPR & AED. At the end of the event, all participants performed CPR one by one as relay to represent joining hands in providing non-stop CPR for saving lives.



Portugal

Portuguese Red Cross used the material that was sent by the GFARC. They had an online campaign to raise awareness about CPR by sharing images on Facebook and Instagram.



Qatar

Qatar Red Crescent implemented multiple field activities in cooperation with the Arab council for Resuscitation and under the supervision of the representative of the GFARC, where they presented, through the Together We Save Lives



campaign, 15 field workshops for training in hands only cardiopulmonary resuscitation and the use of an automatic defibrillator, benefiting 600 people in different circles of society. They also shared messages on the subject reaching almost ten thousand people.

Russia

Russian Red Cross organized a master class on cardiopulmonary resuscitation and highlighted the importance to learn CPR in order to act swiftly in times of emergencies and cardiac arrest.



Sierra Leone

The Sierra Leone Red Cross Society organized CPR in depth training for 50 of its Western Area branch community-based volunteers. In addition, they were featured in their main local radio and raised awareness about the topic.

Slovakia

Slovak Red cross held an event for the public and for a school.

Slovenia

Slovenian Red Cross organized free CPR trainings for lay people across the country. Furthermore, they used social media and other medias for spreading important and useful information. They held multiple press conferences and press interviews to highlight this day.



Sweden

Swedish Red Cross, this year we increased their publication on social media. They highlighted the importance of learning CPR by a testimonial with a former participant from one of their courses. The participant shared her own experience in using her skills just a couple days after she participated in the course.

Switzerland

Swiss Red Cross held [public events](#) (by Samaritans) training the general public on CPR. They also had a countdown on Social Media for World Restart A Heart day.



Tunisia

Tunisian Red Crescent organized formative and educational workshops for the general public, especially young people, and had a masterclass for students to learn hands only



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cardiopulmonary resuscitation. They also did a CPR training for volunteers from the national society.

United States of America

American Red Cross did not conduct any events, but made a campaign on social media. They also included a promotion in their instructor newsletter; they e also promoted National Cardiac Arrest Awareness Month (October).



Conclusion

To conclude, in every country where activities were organized to celebrate WRAHD, it was a huge success. National Societies involved were able to adapt according to local challenges but did their best in organizing activities online or face to face. **In total 1 281 321 people were reached**, WRAHD is a reminder that EVERYONE deserves the opportunity!

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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