

# 2023

IFRC Global First Aid Reference Centre

## CPR – Two hands can save a life



### [ **WORLD RE-START A HEART DAY 2023** ]

Guidance note – event in collaboration with ILCOR



Global **First Aid**  
Reference Centre

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Red Cross Society of Serbia – WRAH day 2022

## Why a World Restart A Heart (WRAH) day?

The European Restart a Heart initiative was established in 2013 by the European Resuscitation Council (ERC) with the backing of the European Parliament. In 2018, the International Liaison Committee on Resuscitation (ILCOR) launched the first-ever global initiative on cardiac arrest, expanding on the success of the European initiative. Each year, around **October 16th**, the World Restart a Heart (WRAH) event takes place, aiming to raise awareness about the importance of cardiopulmonary resuscitation (CPR) training for everyone.

It is alarming that out of ten cardiac arrests that occur in the presence of bystanders, **less than 20% of those bystanders provide first aid**<sup>1</sup>. Moreover, the rates of lay bystander resuscitation vary significantly worldwide, ranging from 5% to 80%. If these statistics could be improved in every country, hundreds of thousands of lives could be saved each year following sudden out-of-hospital cardiac arrests<sup>2</sup>.

For over 150 years, the International Federation of Red Cross and Red Crescent Societies (IFRC) has been the largest network of first aid trainers and providers. Every year, Red Cross and Red Crescent National Societies (RC RC NS) train over 23 million people worldwide in first aid, with CPR being a key component of these training programs. The IFRC, in partnership with the Global First Aid Reference Centre (GFARC), aims to promote high-quality first aid education based on scientific evidence and best practices. This collaboration with ILCOR for the WRAH event allows for a large-scale initiative to further advance these goals. Additionally, the European Resuscitation Council supports WRAH, contributing to the preservation of human life by providing resuscitation courses, events, guidelines, and coordinating the European Network.

Building upon the achievements of the **World First Aid Day** (WFAD) celebrated in various countries, GFARC works closely with ILCOR to support the WRAH day through a shared toolkit with RC RC NS. It is also recommended that National Societies reach out to their respective national or regional Resuscitation Councils and other active partners to collaborate on this event.

## What are WRAH day goals and priorities?

Every minute that passes before the arrival of the emergency services means 10% lower chance of surviving, except if a bystander provides first aid. Through WRAH day, we wish to achieve the following objectives:

### ⇒ **Facilitating CPR learning for a large number of people:**

- Teach CPR, starting at very early age and continuing throughout the whole of life.
- Ensure lifelong learning by combining:
  - the practice of cardiac massage through face-to-face pedagogy using manikins and automated external defibrillators (AED), if available;
  - distance learning, through different formats (e.g. e-learning, videos).

<sup>1</sup> French Society of Cardiology (Fédération Française de Cardiologie) : [https://www.ameli.fr/sites/default/files/Documents/5157/document/arret-cardiaque-bons-gestes\\_ffc.pdf](https://www.ameli.fr/sites/default/files/Documents/5157/document/arret-cardiaque-bons-gestes_ffc.pdf)

<sup>2</sup> ILCOR : [https://www.ilcor.org/data/policiesandprocedures/WRAH\\_RESUS\\_201805.pdf](https://www.ilcor.org/data/policiesandprocedures/WRAH_RESUS_201805.pdf)

Lifelong learning increases the self-confidence of learners, which allows them to act when necessary, without being afraid of doing something wrong.

⇒ **Encouraging people to learn CPR and basic lifesaving skills:**

- Short basic first aid trainings during WRAH day are aimed at motivating people to engage into a complete training proposed by the NS.

⇒ **Advocating:**

- To engage in lifelong CPR learning in their country, and more especially to promote it at school (please see the Kids Save Lives initiative)<sup>3</sup>
- **To raise awareness on cardiac arrest prevention among the general public**
  - The IFRC is a key partner to promote cardiac arrest prevention towards governments and bring messages around the world for people to be better informed on the matter and to act.

## “CPR – Two hands can save a life”

The World Restart a Heart (WRAH) Campaign has dramatically evolved from its original conception of one targeted day acknowledged annually by some countries to a global initiative that spans the whole year and covers the world. In 2023, the evolution of WRAH continues. As each country and region have their own specific goal and area they need to focus on to save lives, the slogan for WRAH day 2023 is global – “Two hands can save a life” – and can reach everyone in every parts of the world. It is your turn to make your own the slogan, and adapt it to communities! Each region will identify what makes their region unique and tailor their campaign in an impactful way, with the ultimate goal of increasing Out of Hospital Cardiac Arrest (OHCA) survival rates.

The global pandemic of COVID-19 has highlighted the health disparities and the problems. This is why as regards teaching CPR, the GFARC advises:

- If each participant and each trainer are equipped with a clean and disinfected cardiopulmonary resuscitation training manikin, the learning is unchanged. The trainer will ensure that each learner uses the manikin assigned to them.
- If a CPR training manikin is available for 2 or 3 learners, it's not possible to practice **artificial ventilation**. The trainer must explain the technique, use a visual aid (poster, slide or video) or possibly show it on their own manikin. Only chest compressions and defibrillation can be performed on the manikin. In all cases, the manikin will be cleaned between each learner's use.
- Two procedures must be presented, the normal procedure for when there isn't an epidemic and with restrictions that relate to clearing the airways, checking the casualty is breathing and the absence of artificial ventilation during the epidemic period. With respect to artificial ventilation, especially if it is not practiced, the trainer will remind students of its importance outside the situation of the Covid-19 and with children.

You can adapt this depending on the situation in your country and vaccination rate. For full details read the guide on “[Resuming first aid training](#)” provided by the GFARC in 6 languages.

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<sup>3</sup> <https://www.erc.edu/projects/kids-save-lives>

## What materials are available for NSs ?

⇒ **GFARC has created a specific toolkit for WRAH day 2023. The toolkit is available online on our platform** and focused on CPR. NSs can use it for their WRAH day public event.

For WRAH day 2023, the toolkit includes:

- This Guidance note on the event
- WRAH official Poster for 2023
- Social media assets to communicate on the event
- Instagram filter to celebrate and spread WRAH day
- Snapchat lens to practice CPR in Augmented Reality – in partnership with [Snapchat](#)
- WRAH Picture Frame
- Flyer explaining how to perform CPR
- Colouring activity for children

– **Slogan: “CPR – Two hands can save a life”**

You can also find last year’s ILCOR as well as national and regional Resuscitation Councils materials [here](#), all available in English and some other languages, organised by country.

⇒ **Short basic first aid trainings**

Short basic first aid trainings are a perfect flagship activity of WRAH day events. We encourage first aid trainers to train a maximum number of people on short training shifts, using various teaching methods (practice with manikins, simulation learning, case studies, role-plays). If relevant – depending on local laws and available materials – early defibrillation teaching can be included as well.

⇒ For more details, please refer to the IFRC GFARC [Guidelines](#) 2020.

## How to get ready for WRAH day?

⇒ **Your team**

- identify a local coordinator in charge of the whole operation coordination and follow-up
- involve a team of volunteers and employees before the event for planning and preparation, as well as during WRAH day for those who are ready to lead short basic first aid trainings
- designate focal persons at all levels (communication, volunteers’ selection and follow-up, trainings, tools design, logistics)
- Anticipate a few weeks before WRAH: which activities will you organise? Where? How? Using which tools? Are your activities, locations and tools accessible to all? If not, how to better adapt them?
- Encourage new ideas and perspectives! Ask for and use inputs from diverse populations for your communication and activity tools. Bring cultural awareness and perspectives to the forefront by challenging ingrained ways of providing first aid that can leave some persons feeling uncomfortable. This may lead you to reconsider your own way of doing.
- Make sure your activities location is easily accessible to everyone.

- Favour peer-to-peer activities: they will allow people to interact and learn from each other. In this way, a maximum number of volunteers and a good coordination will ensure the success of your event on WRAH-day.

⇒ **Date of the WRAH event**

- Even though **16 October** is the actual WRAH day, some choose to organise this event on another close date or during a weekend. It is recommended as well to choose the location of the event according to local habits – e.g. in a school during an out-of-school day, in a shopping centre during weekends, during a local gathering if relevant, etc.
- Make sure you are understood: avoid colloquial, acronyms, abbreviations and use plain language as far as possible.
- If needed and possible, slightly adapt your activity to the needs of each one on the spot, so all can participate.
- Encourage all to become volunteers within your National Society

⇒ **Media coverage**

Your event should be known (media, social networks...) in order to increase the number of people sensitised to or trained on CPR. Regarding social networks, it is recommended to tag ILCOR and WRAH and use the primary hashtag **#WorldRestartaHeart** and, if possible, **#RestartaHeart** to ensure metrics are tracked and content can be shared. **It is important that trainers and training managers collected data on the number of people reached, either participants or through social networks.** These figures can support future advocacy campaigns and the event report. Make sure your post-event communication is accessible to all and do not hesitate to send photos to people.

National Societies are invited to contact national and local media (press, TV, web, radios) and to mention the collaboration between scientific research society (ILCOR) and the world largest humanitarian organization (IFRC).

Global communication campaign is mainly managed by ILCOR and actively relayed in Europe by the European Resuscitation Council (ERC). IFRC and NSs are mentioned as partners of the event on the dedicated pages.

⇒ **Games**

Suggested CPR Journey: you will find below a suggested example of WRAH event organization including different stands, which can help to organise your events. NS are free to choose and adapt these suggestions, or add any additional ones.

***An example of activity***

**Duration**: individual or duet: 55 minutes, group of more than 4 people: 1h30

**Location**: Public Space, the chosen site has to comply with some criteria :

- **Water and electricity** nearby with WIFI access / Internet connection if possible
- **Visibility**: an easily accessible space (including for people with reduced mobility) with a likely important turnout (market places, pedestrian or shopping streets, tourist sites ...)
- **Weather**: in case of an event outside, plan a covered space in case of rain or extreme heat

- **Parking:** provide a place to park, if possible
- **Security:** contact the city hall or the local authorities to respect the safety standards and get the necessary authorizations.

**Materials (to be quantified):**

- Printed tool pack
- Speaker
- Microphones
- Computer and screen for projecting video
- Mobile phone for Snapchat Lens
- Camera
- Blankets for placing manikins and defibrillators on the floor
- Disinfectant for the material used
- Hydroalcoholic gel
- Manikins/ Defibrillators
- Mini-diploma with list of stands
- List of stands to visit
- Mini paper hearts to cut
- Flyers of the event
- Pens
- Other goodies

**The principle** for each participant is to go around all the stands related to CPR, proposed by the Red Cross and Red Crescent, one stand being led by one or two volunteers or employees. The participant earns mini paper hearts (score points) previously cut and gifted based on his/her success and is awarded a mini-diploma at the end of the course. The goal is to have fun and the idea is to raise awareness.

**Step 1 : Welcome** (5 minutes)

- ⇒ Give the list of stands to go through and to complete to win the gifts and mini-diploma
- ⇒ Gather names and surnames of the participants
- ⇒ Quickly present the activity

**Step 2 : Stands** (75 minutes)

- Stand 1: Watching the short video on WRAH day and Cardio Pulmonary Resuscitation (CPR), referring to the leaflet (5 minutes) – *gain*: 2 mini paper hearts
- Stand 2: Short CPR course led by a trainer, with manikins and use of AED (30 minutes) – *gain*: 4 mini paper hearts
- Stand 3: CPR practice in music: together, we can compete to see who is the most enduring! (5 minutes) – *gain*: 1 mini paper heart
- Stand 4: Make participants practice using Augmented Reality with the Snapchat WRAH Lens (5 to 15 minutes) – *gain*: 2 mini paper hearts

- Stand 5: CPR photo with a dedicated picture frame: Smile brightly to share this memory on social networks (5 minutes) – *gain*: 1 mini paper heart

### **Step 3: Attestation/gifts and information on Red Cross / Red Crescent activities** (10 minutes)

- ⇒ A facilitator checks the number of workshops completed by each participant and counts their mini paper hearts to get their score (tip: keep the mini paper hearts for re-use)
- ⇒ The facilitator issues the attestation and gives the gifts
- ⇒ The facilitator suggests participants to apply for a training or to become volunteers, providing a leaflet or the website address of the National Society.

Depending on the turnout and the number of groups on the spot, facilitators should be flexible and know how to manage a crowd. That's why it is recommended to have a "flying" person on-site to assess the needs of each group, especially for events in public places. The event can be organized in a closed place as well such as a school, a retirement home, a social center etc.

### **Which links with Resuscitation Councils?**

On the ILCOR [page](#) you can find a list of regional Resuscitation Councils (1 in each continent). NS are invited to get in touch with these entities or their national Resuscitation Council to organize common activities and have a larger impact. Resuscitation Councils can connect as well with national or local RC RC members in order to include them in their event. If a country does not have a Resuscitation Council, the Red Cross or Red Crescent NS can still organize the event and promote the theme.

You can find ILCOR WRAH Social Media Channels on:

- Instagram: @worldrestartaheart
- Facebook: World Restart a Heart
- Twitter: @World\_RAH
- LinkedIn: World Restart a Heart

**GFARC collects data on WRAH day through a questionnaire similar to the WFAD report sent to the NSs.**

The GFARC remains at your disposal should you need any additional advice or if you wish to share your own WRAH day tools. All comments, suggestions or feedbacks meant to improve practice are always much appreciated.

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