



Global **First Aid**
Reference Centre



World First Aid Day World Restart A Heart **Report**

December 2023

WFAD - WRAH REPORT

2023

Introduction and background

First aid, an enduring and fundamental service within the Red Cross and Red Crescent Movement, traces its roots to the visionary efforts of Henry Dunant in Solferino. Since its inception, the primary objective has been clear: to utilize first aid as a potent tool to save lives. Today, this commitment resonates across 192 National Societies that diligently provide first aid education and training to their respective communities. Recognizing the dynamic shifts in global health, the International Federation of Red Cross and Red Crescent Societies (IFRC) has long underscored the paramount importance of first aid.

The IFRC First Aid Vision 2030 marked a pivotal moment in the trajectory of first aid service delivery. This landmark plan reaffirms the collective engagement of National Societies in committing to provide accessible first aid skills globally. The core principle remains unwavering: first aid is a critical humanitarian act that empowers individuals to save lives, address sudden illnesses, injuries, and emotional distress.

Over the past decade, National Societies have collectively reached an astounding 200 million people through first aid initiatives, a testament to the Movement's widespread impact. Since 2003, the second Saturday in September has been designated as World First Aid Day—an annual opportunity to amplify global awareness about the vital importance of first aid. Coordinated by the Global First Aid Reference Centre (GFARC), this global event serves as a nexus, providing crucial support and resources to National Societies.

World First Aid Day activities are a dynamic and strategic means to reshape perspectives on first aid education, reaching a diverse and expansive public audience. The events transcend borders and seek to change the world's view on the value and significance of first aid. As we transition to the activities and media endeavors of National Societies for World First Aid Day 2023, a new theme emerges: "First Aid in the Digital World." This year, there is a special emphasis on promoting the updated Universal First Aid Application, aligning with the technological advancements that shape our interconnected lives.

In addition, this year was remarkable as the International Liaison Committee on Resuscitation (ILCOR), the leading forum for liaison between principal resuscitation organizations worldwide, officially

KEYS NUMBERS

according to reports received

60 National Societies marked World First Aid (events & social media)

22 National Societies marked World Restart A Heart (events & social media)

5 267 423 people reached

1 433 915 people trained on CPR

62 605 volunteers or staffs involved

85% of National Societies involved used the theme suggested by GFARC

welcomed the International Federation of Red Cross and Red Crescent Societies in August 2023 as a collaborating member. So to make the international days unique this year, National Societies were encouraged to also celebrate with World First Aid Day, World Restart A Heart with a whole period of celebration and awareness that starts on the Second Saturday of September 2023 and ends by the end of October 2023!

This report will delve into the innovative ways National Societies harnessed digital means to raise awareness, educate communities, and promote the transformative potential of first aid in the ever-evolving landscape of the digital age as well as the importance to learn cardiopulmonary resuscitation. World First Aid Day and World Restart A Heart continue to stand as a beacon, urging the engagement of learners, the general public, and first aiders alike, echoing the collective commitment to promote first aid and its indispensable role in saving lives globally.

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

Contents

Introduction and background.....	0
Glossary.....	1
Acknowledgements.....	2
Use of the communication packages by the National Societies.....	2
Media report.....	4
GENERIC Social media (IFRC and GFARC).....	4
GLOBAL Event and partnership.....	4
Africa.....	5
America.	6
Asia-Pacific.....	8
Europe.....	10
Middle East and North Africa.....	14
Conclusion.....	17

Acknowledgements

Reports from National Societies on World First Aid Day and World Restart A Heart are essential for the IFRC to document and profile its leading role in first aid. It is important to have numbers of volunteers, staff and branches involved in the activities and brief descriptions of the community response. Reports may also help National Societies to exchange **good practices and ideas**.



All the numbers provided are based on the evaluations sent to the GFARC.

All contents are produced by or belong to RC/RC National Societies and IFRC/GFARC. If you are **interested in some 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 their valuable feedback on their WFAD activities: Argentine Red Cross, Armenian Red Cross Society (ARCS), Austrian Red Cross, Bahamas Red Cross, Bahrain Red Crescent Society, Brazilian Red Cross, Burkinabe Red Cross Society, Cambodian Red Cross, Canadian Red Cross, Estonian Red Cross, Georgia Red Cross, Grenada Red Cross Society, Iraq Red Crescent, Japanese Red Cross Society, Kuwait Red Crescent, Lithuanian Red Cross, Malagasy Red Cross, Mali Red Cross, Moroccan Red Crescent, Myanmar Red Cross Society, Nepal Red Cross, Philippines Red Cross, Portuguese Red Cross, Qatar Red Crescent, Red Cross of North Macedonia, Red Cross Society of China – Hong Kong Branch, Red Cross Society of the Democratic People's Republic of Korea, Red Crescent Society of the Islamic Republic of Iran, Romanian Red Cross, Salvadorean Red Cross Society, Slovenian Red Cross, Somali Red Crescent Society, Spanish Red Cross, Sri Lanka Red Cross Society, Swedish Red Cross, Swiss Red Cross, Thai Red Cross Society, Tunisian Red Crescent, Turkish Red Crescent Society, Ukrainian Red Cross Society, Vietnam Red Cross Society and Zambia Red Cross Society.

Use of the IFRC GFARC communication packages by the National Societies

WFAD

The toolkit was sent directly through [our newsletter](#) to the whole network and to the first aid focal points in all National Societies. The toolkit was also uploaded on the [GFARC platform](#) as well as our social media accounts ie: [Facebook](#), [Twitter](#) and [LinkedIn](#). The WFAD toolkit aims to target all groups, which include children, young people, adults as well as older adults. National Societies used all or some of the materials in the toolkit. They really liked the tools and could easily translate them into their language specially for the material produced for children. Majority of NS used the WFAD theme and the materials. The promotion of the Universal First Aid App using the communication package was the highlight of tools used. Some National societies kept the main theme but created their own materials. All National Societies, who sent back their evaluation reports, used some materials in the toolkit and more than **75% found it useful**.

The following was sent in 4 languages:

- ✓ Concept note with global statistics – [Download](#)
- ✓ The new IFRC Universal First Aid App – (IOS, [Android](#))
 - Communication Package (Press release, Posters, Video) – [Download](#)
- ✓ Snapchat [CPR](#) Augmented Reality Tool – [Download](#)
- ✓ Online Games
 - First Aid for Teenagers! (by the French Red Cross) – [Try it](#)
 - SAFE STEPS for Children (in partnership with Prudence Foundation) – [Try it](#)
 - Emojis and First Aid Game – [Try it](#)
- ✓ Social Media assets – [Download](#)



- ✓ Poster “First aid in the digital world” – [Download](#)
- ✓ IFRC online courses in first aid for children and infants, adults and older adults – *Available only in English French and Spanish*
 - [First Aid for babies and children](#)
 - [First Aid for adults](#)
 - [First Aid for older adults](#)

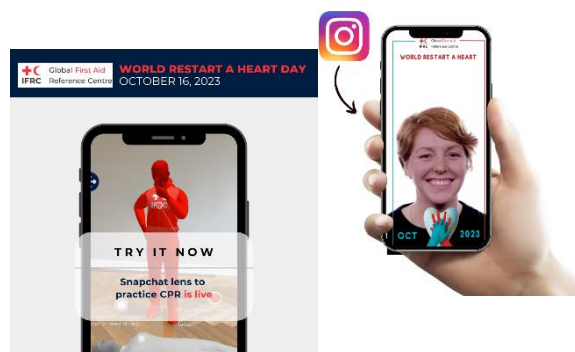
WRAH

Another communication campaign on World Re-start A Heart Day took place in the beginning of October and the week of 16th October. 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. The choice was given to National Societies to have their own slogan, and adapt it to communities. 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 CPR and using AED.

The GFARC developed to a communication campaign to celebrate the day. Specific GFARC package for WRAH day was sent directly through [our newsletter](#) to the whole network and to the first aid focal points in all National Societies. The toolkit was also uploaded on the [GFARC platform](#) as well as our social media accounts ie: [Facebook](#), [Twitter](#) and [LinkedIn](#). The toolkit is focused on [CPR](#) and how to use an Automated External Defibrillator.

The following was sent in 4 languages:

- ✓ Guidance note – [Download](#)
- ✓ Official Poster 2023 – [Download](#)
- ✓ CPR Steps flyer – [Download](#)
- ✓ Colouring Activity for kids – [Download](#)
- ✓ World Restart A Heart Picture Frame – [Download](#)
- ✓ Instagram Restart A Heart Filter – [Try it](#)
- ✓ Snapchat lens for providing [CPR](#) in augmented reality. – [Try it](#)
- ✓ Social Media Assets – [Download](#)



According to the National societies, it is very helpful to define a main theme for World First Aid Day and to offer them a sort of guideline for the day and materials from the Global First Aid Reference Centre. The possibility to adapt the slogan of World Restart a Heart according to their community and cultural needs was also an appreciated initiative. Activities were either organized online or conducted by face-to-face sessions. National societies wish to have the tools and adaptable documents earlier in the year. Some were able to combine their celebration of World First Aid Day and World Restart A Heart with activities during the whole period and others still found it difficult and only celebrated World First Aid Day. They appreciated the fact that the toolkits are always delivered in 4 languages. Suggestions also were on carrying out exchange meetings between the different National societies to be able to have more harmonized celebration and strategy that has a bigger echo worldwide.

Media report

GENERIC SOCIAL MEDIA (IFRC AND GFARC)

A communication plan was released via the social media networks. The [Facebook page](#) of the Global First Aid Reference Centre was WFAD and WRAH centered during the months of September

and October. Videos, photos and tools were posted on the Centre's social media networks to encourage more people to join the RCRC first aid and resuscitation community. On the day of WFAD and WRAH, celebration posts were to the network through a newsletter ([WFAD](#), [WRAH](#)). Publication were shared both by communities, volunteers and public who are not used to check our posts. The hashtag #WFAD, #WorldFirstAidDay, #WRAH and #WorldRestartAHeart were used by all NS.

The use of social media helped a lot to reach a larger audience in the best way for the celebrations. Majority of the National Societies opted for a presence using online campaigns alongside of their face to face activities. WFAD and WRAH publications and related material packages were reported to be a huge success in all regions as multiple National Societies highlighted that these international days help them attract more people to volunteer and to get to know the Movement. The impact increases each year however it is still difficult to have accurate statistics by country.

WFAD – GFARC posts statistics

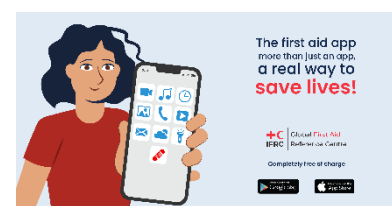
Name of the post	Date	Likes	Comments	Shares	People reached	Engagements
Theme	10-avr	35	5	11	1 159	80
Concept note	05-mai	33	0	5	733	37
Toolkit available	22-juin	12	0	0	469	27
Toolkit reminder	26-juin	72		17	3 350	107
WFAD Concept note 2023	02-août	19	2	5	481	20
reminder Toolkit available	06-sept	14	1	1	508	18
Instagram filter	08-sept	16	1		483	17
We wish you a happy WFAD	09-sept	26		10	1100	75
FA APP tool	02-oct	35	7	11	1067	50
TOTAL		262	16	60	9350	431

WRAH – GFARC posts statistics

Name of the post	Date	Likes	Comments	Shares	People reached	Engagements
Toolkit	18-sept	17			338	17
Reminder Toolkit	29-sept	16	1	1	372	16
Happy WRAH	16/10/2022	31		13	1 177	51
Instagram filter	16/10/2023	3			307	3
ILCOR Statement	25/08/2023	8		5	624	23
Tunis Activities	03/02/2023	87	33	28	50 146	404
WRAH report 2022	01/02/2023	3			322	3
CPR video	12/01/2023	37		15	1 036	37
TOTAL		202	34	62	54322	554

GLOBAL EVENT AND PARTNERSHIP

As digital first aid was this year's theme, the GFARC collaborated with Global Disaster and Preparedness Centre (American Red Cross) to take in charge the Universal First Aid Application and update it with new features and content.



National Societies' activities and media coverage

AFRICA

Burkina Faso

The Burkina Faso Red Cross organized a compelling online campaign utilizing social networks, engaging 22 volunteers. Their initiative resulted in training 170 individuals in first aid. Despite not using the official theme and GFARC materials, the National Society conducted impactful training sessions. Notably, a specialized training for people living with disabilities was carried out on WhatsApp and in person, funded by a project from the Belgian Red Cross Flemish community. They prioritized online training for the Red Cross staff and families, with additional in-person training for people with motor disabilities. Funding from the Belgian Red Cross Flemish community supported this initiative. The activities showcased the adaptability of first aid training through both virtual and physical platforms.

The activities garnered attention, leading to the creation of a concise video capsule to highlight their efforts.

Madagascar



Malagasy Red Cross's activities were diverse, focusing on raising awareness, organizing public activities, and introducing first aid in various settings. Their approach involved volunteer trainers immersing participants in interactive activities, contributing to a hands-on learning experience. They opted for an outdoor event and an online campaign through social networks. Their activities led to the training of 450 individuals in first aid. The awareness campaigns were conducted in public places, immersing participants in first aid activities facilitated by volunteer trainers. Local media covered the event, contributing to broader public awareness.

Mali

Mali Red Cross conducted training sessions in companies, public places, and transport companies. The dual approach of using both the official theme and developing materials independently highlighted their commitment to comprehensive first aid education. The activities received coverage on private television, RENEWAL TV, and prominent social media platforms such as WhatsApp and Facebook. The media coverage showcased the broad reach of their activities.

In addition, the National Society focused on CPR training. This initiative aimed to equip individuals with the knowledge to respond effectively to emergencies of cardiac arrest.

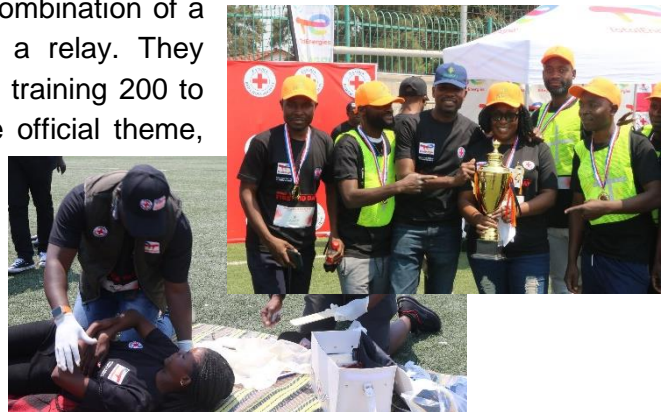
Somalia

Somalia's celebration of World First Aid Day involved physical training for 300 volunteers, resulting in the training of 395 individuals in first aid. They used the official theme but created their own materials, emphasizing the benefits of first aid and self-help. Activities included routine classes and community first aid training. Various branches utilized their social media accounts to disseminate information to reach diverse audiences. The emphasis on community training in 50 locations demonstrated a commitment to widespread education. For World Restart A Heart day, the Somali

Red Crescent Society organized sessions to explain participants the techniques of resuscitation and the importance of high-quality CPR. The use of social media further underscored their dedication.

Zambia

Zambia Red Cross's event featured a dynamic combination of a first aid competition, aerobics for fitness, and a relay. They organized an outdoor event with 200 volunteers, training 200 to 250 individuals in first aid. They adhered to the official theme, incorporating some provided materials. Notably, the involvement of multiple companies and a prime sponsor, Total Energy, exemplified successful collaboration in promoting first aid. The diverse activities showcased the versatility of celebrating World First Aid Day.



AMERICAS



Argentina

The Argentine Red Cross executed a comprehensive celebration with an outdoor event, an online campaign, and webinars, engaging a remarkable 212 volunteers and training an impressive 4600 individuals in first aid. While they used the official theme, they developed their own materials, including an innovative online game. Notably, the Argentine Red Cross celebrated the entire week as "FIRST AID WEEK," leveraging digital technologies. The activities involved an array of online sessions, interactive stories on social networks, live sessions on YouTube, and television interviews. The focus on overcoming barriers to traditional training through digital resources, including a dedicated first aid app, showcased innovation. The emphasis on accessibility and inclusivity was evident in activities

conducted at both ends of the country. This multi-faceted approach demonstrated their commitment to promoting first aid.

Bahamas

The Bahamas' Red Cross organized an outdoor event, focusing on educating schools and businesses about the importance of first aid. Their activities showcased a localized approach, aligning with their theme while making a meaningful impact on the community level. The emphasis on education at the community level showcased their commitment to increasing awareness and knowledge of first aid.

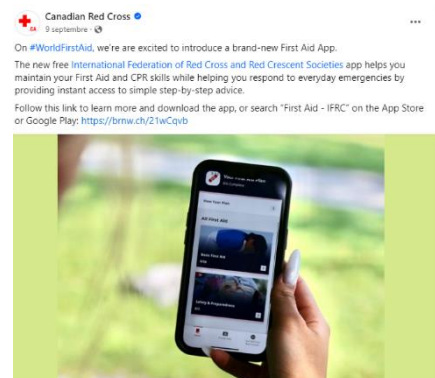
Brazil

Brazil's celebration included an outdoor event and an online campaign with volunteers training a substantial 5842 individuals in first aid. They aligned with the official theme and used provided materials, emphasizing face-to-face activities in various public places. Despite not having sponsors or celebrity involvement, their activities showcased the scale and impact of their nationwide efforts. Brazil's activities were extensive, spanning various regions and public spaces. Furthermore, to

celebrate World Restart a Heart, the Brazilian Red Cross conducted a comprehensive awareness campaign on social networks, disseminating critical information through the national first aid network for local coordinators. They had impressive numbers of reach through social networks that underscored the success of their efforts.

Canada

In Canada, an online campaign using social networks resulted in significant outreach. The video shared for World First Aid Day garnered 11,578 views, with additional engagements and impressions. They used the official theme, developing their own materials, and employed various channels, including blogs, newsletters, and email campaigns, to raise awareness about first aid in a digital world. The integration of digital tools and a blog article featuring a rescuer award story highlighted their commitment to innovative approaches. They also promoted the new first aid app highlighting their adaptability to a digital world.



El Salvador

El Salvador's celebration combined an outdoor event with an online campaign, involving volunteers who trained 854 individuals in first aid. Their participation in seminars with the American Chamber in El Salvador demonstrated a strategic partnership. While using the official theme, they developed their own materials and conducted awareness campaigns and first aid training in shopping centers across three zones. The extensive media coverage on social networks, TikTok, Facebook, radio, and television highlighted their wide-reaching impact and commitment to broad public engagement. On top of that, to continue with the celebration of World Restart A Heart, The National Society included resuscitation topics within Facebook Live sessions, incorporated them into awareness campaigns in shopping centers, and hosted a public cardiopulmonary resuscitation course with multiple attendees.



Grenada

Grenada's Red Cross organized an outdoor event with training the general public in first aid. While they used the official theme, they developed their own materials and collaborated with St. George University for first aid education highlighted partnerships for community outreach. The utilization of social media platforms showcased their commitment to community engagement.

ASIA PACIFIC

Cambodia

Cambodia's celebration involved an outdoor event engaging 400 volunteers, training many in first aid. They used the theme and materials, showcasing a collaborative effort with sponsors such as Future Focus Solutions Company, Side by Side Organization, Run With SAI Company, and Aeon Mall. The diverse support highlighted the involvement of both private entities and local Red Cross branches.

Democratic Republic of South Korea

South Korea Red Cross focused on an online campaign and simulations training a remarkable 76,975 individuals with the participation of 16,799 volunteers. While they used the theme and some provided materials, their emphasis was on a First Aid Simulation at the headquarters. The integration of digital devices for education and media coverage through articles and video clips demonstrated an effective utilization of technology.



Japan

Japan Red Cross's celebration included an outdoor event with 200 participants training 2,459 individuals. They used the theme and developed their materials, offering a diverse range of activities, including BLS training, first aid trial lessons, lectures by professional doctors, workshops for disaster situations, and a performance show in collaboration with local hero characters. The varied activities and the use of various media channels showcased a comprehensive approach to first aid education.

Myanmar

Myanmar organized an outdoor event and an online campaign, engaging 5120 staff and volunteers. Their activities, including competitions, quizzes, and video clips, were supported by sponsors such as Hansaplast Co., Ltd., International Committee of the Red Cross, and German Red Cross. The involvement of sponsors and partners underscored the collaborative effort in celebrating World First Aid Day. The extensive media coverage demonstrated the significant impact of their initiatives. To include World Restart A Heart Awareness, the Myanmar Red Cross conducted First Aid Talks in schools, including CPR training sessions, to educate students on life-saving techniques.

Nepal

Nepal's celebration involved an outdoor event and an online campaign, with approximately 600 volunteers and staff mobilized. They trained individuals on basic first aid, had orientations on CPR, fractures, and bleeding, and informed 3000 through simulations and 60 thousand via social media. The self-sufficiency



of the district chapters and extensive media coverage through press notes and articles further highlighted the success of their initiatives demonstrated a localized and impactful celebration.

Philippines

The Philippine Red Cross' month-long celebration and the launch of a First Aid and Basic Life Support Learning Platform showcased a dedication to ongoing education. They organized an outdoor events and an online campaign, training a significant number of individuals with the participation of approximately 160 staff and volunteers. The diverse range of activities, including webinars, training sessions, and workshops, showcased their commitment to spreading awareness through various channels. The extensive media coverage, including TV shows, radio stations, and news articles, emphasized the organization's commitment to spreading awareness. The Philippine Red Cross seamlessly integrated its World Restart a Heart Day celebration with World First Aid Day. They launched the First Aid and Basic Life Support Learning Platform, contributing actively to enhancing first aid practices through educational initiatives and interactive sessions.



People's Republic of China (Hong Kong)

The Red Cross Society of China – Hong Kong Branch organized a unique hop-on-hop-off bus tour with volunteers, training 200 individuals in CPR and AED usage. They used the theme and some provided materials, incorporating an online digital game. The innovative approach of using a bus tour and interactive games showcased a dynamic engagement strategy. The use of mobile applications and engaging passengers in CPR demonstrated an innovative way to reach the community. As for World Restart A Heart, Hong Kong Red Cross organized a promotional carnival in a shopping mall, featuring live demonstrations, experiential learning, and games to promote CPR and AED knowledge. A press conference accompanied the event, revealing research results on community perceptions and AED knowledge.



Sri Lanka

Sri Lanka Red Cross celebrated World First Aid Day with an outdoor event, online campaigns, and webinars, engaging volunteers and training 1,456 individuals. Their activities included webinars for school students, physical first aid training for police officers. The variety of activities demonstrated a tailored approach to different target groups. They shared a lot of Facebook posts to reach a wider audience. To merge with World Restart a Heart Day, Sri Lanka Red Cross Society conducted training sessions focused on CPR, aligning with the objectives of the initiative. These training sessions aimed to equip participants with skills relevant to cardiac resuscitation.



Thailand

Thailand Red Cross's World First Aid Day celebration featured an outdoor event with volunteers, training 4,765 individuals. They used the theme and developed their materials, incorporating innovative elements like a CPR watch and choking training vest. The promotion on TV shows, radio stations, webinars and participation in the Sustainability Expo showcased a multifaceted approach.

Vietnam

Vietnam Red Cross organized an outdoor event, an online campaign, and simulation exercises, engaging 26,890 volunteers and training 188,765 individuals. The simulation exercises focused on hypothermic circulatory first aid and perforation of hollow viscus. The collaboration with international organizations and extensive media coverage showcased the widespread impact of their initiatives.



EUROPE

Armenia



The Armenian Red Cross Society (ARCS) celebrated World First Aid Day utilizing the digital and communication tools offered by the IFRC Global First Aid Reference Center. Key activities included first aid master classes, info sessions in educational institutions, first aid games, and a competition among volunteers. A promotional video emphasized the importance of first aid knowledge was also widely shared. The highlight was a live Facebook event engaging partners and customers, featuring an online quiz/game. This comprehensive approach showcased ARCS's commitment to leveraging digital tools for broader FA education.

Austria

Austria Red Cross's World First Aid Day 2023 was marked by a shift toward online celebrations. Celebrations were focused on combining World First Aid Day and World Restart A Heart Day. Activities spanned various online platforms, including TikTok, Instagram, and online courses reaching over a million people and showcasing adaptability. The involvement of local partners, such as the medical university and ambulance services, added depth to the celebrations. Austria's success lay in the



diversity of engagement, combining online and offline elements. Combining efforts with World First Aid Day, Austria's Red Cross successfully conducted 38 days of continuous first aid activities, engaging volunteers and staff members in various initiatives that reached an estimated 1700 people.

Estonia

Estonian Red Cross adopted the theme "Every Second Counts" for WFAD 2023. The activities included rapid training in resuscitation, first aid introduction, and campaigns by both the Red Cross and Emergency Medical Services. The multifaceted approach involving volunteers and healthcare providers showcased a collaborative effort. Notable media coverage, including TV and YouTube, underscored the success of the campaigns, reaching a significant portion of the population. A significant achievement was the involvement of about 100 volunteers and 150 health care workers, reaching an estimated 6000 people. The initiation of Stop the Bleed campaigns highlighted a comprehensive approach. Notable media coverage on TV and YouTube further amplified the impact, contributing to increased awareness and participation.

For World Restart A Heart, the Estonian Red Cross organized live events in commercial places. Approximately 1700 people were reached, emphasizing the message that small CPR training events can be conducted throughout the year.



Georgia

The Georgian Red Cross Society (GRCS) embraced the theme with a focus on making first aid education accessible through digital tools. Face-to-face and online training for diverse target groups showcased GRCS's commitment to inclusivity. The media coverage on the official Facebook page further amplified the impact of these activities, ensuring wider audience reached by the GRCS. The promotion of digital tools provided by GFARC, videos and games, demonstrated innovation. The activities indicated a successful blend of traditional



and digital approaches to first aid education.

Lithuania

Lithuania Red Cross organized a First Aid festival with extensive partnerships, including an insurance company, blood donation, pharmacies, medical university, and the ambulance services. The pre-festival campaign utilized TV, radio, and social media, indicating a strategic and well-coordinated approach. The involvement of key figures such as the Health Minister and Police Chief added credibility and visibility to the event. Lithuania's approach highlighted the importance of partnerships in creating impactful first aid awareness events. For World Restart A Heart, the Lithuanian Red Cross utilized social media to disseminate information



about CPR, leveraging online platforms to reach a wider audience and emphasize the accessibility of small events in communities.



North Macedonia

The Red Cross of the Republic of North Macedonia demonstrated a broad and impactful celebration with diverse activities across 30 municipalities. It included educational workshops, interactive games, a state first aid competition, and simulations engaging different demographics.

Collaborations with various entities, including police stations and hospitals, showcased a community-centric approach. Media coverage through local and national TV, radio, and social media further magnified the reach and impact of the events.

Portugal

Portuguese Red Cross's celebration featured an online campaign and first aid training for children. The incorporation of the theme and materials, coupled with an impressive number of people trained, demonstrated the National Society's commitment to effective first aid education. The online campaign, especially through Facebook, engaged a considerable audience, indicating a successful digital outreach.



Romania

The Romanian Red Cross embraced the theme of WFAD 2023, participating in a major radio festival with significant attendance. The engagement of over 40 artists and an audience of 30,000 people added substantial visibility to first aid activities. The collaboration with the French Red Cross underscored international support and collaboration, elevating the impact of the Romanian Red Cross's participation in the festival. The multifaceted approach, including social media posts, radio spots, and newsletters, demonstrated a strategic and well-coordinated effort. Romania's activities showcased effective integration of traditional and digital channels for first aid awareness.



In a pioneering effort, the Romanian Red Cross organized its first World Restart A Heart Day event, featuring a flash mob choreographed by 50 volunteers on a prominent boulevard in the capital, Bucharest. The event garnered attention from TV channels, celebrities, and Red Cross branch directors.

Slovenia

Slovenian Red Cross organized diverse events across Slovenia for WFAD 2023. The inclusion of local partners, such as medicine and nursing students, companies, and community health centers, highlighted collaborative efforts. Notably, the participation in the Nature & Health fair and Sila Bazar, along with the presence of the mascot Henry the Bear, enhanced engagement, especially among

children. Jointly organized First Aid workshops with various organizations showcased effective collaboration, extending the reach of the campaign. Slovenian Red Cross achieved extensive media coverage during WFAD 2023. The 'Sekunde rešujejo' broadcasts on the national radio station reached approximately 457,000 listeners, showcasing the power of radio in disseminating information. Distribution of literature through various channels, including the Medical Chamber of Slovenia, resulted in 192 publications across platforms, reaching an audience of at least 200,000. For World Restart A Heart, the Slovenian Red Cross partnered with organizations to organize free CPR training for laypeople across the country. They utilized social media and other media outlets for spreading essential information and collaborated with the media through press conferences and interviews.



Spain

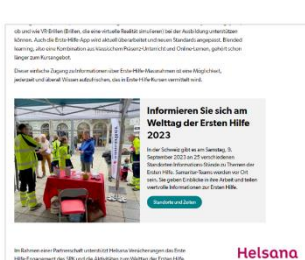
The Spanish Red Cross orchestrated a media-savvy WFAD 2023 campaign. Events in Seville, Málaga, and Toledo received coverage through different publications and social networks. The live webinar by the central office garnered over 15,000 views, emphasizing the efficacy of digital platforms. The inclusion of mannequins and volunteers on stage added a visually impactful dimension to the campaign. In Seville, the joint school activity with Sevilla FC and the street simulation in collaboration with Emergency Medical Services and the City Council demonstrated practical first aid scenarios. The training session in Málaga and the Plaza de Zocodover setup in Toledo showcased diverse approaches, emphasizing the importance of AED and CPR. In addition, World Restart A Heart, the Spanish Red Cross conducted street simulations in Resuscitation, partnering with SAMU and the Seville City Council. These practical exercises aimed to enhance public understanding of resuscitation techniques.

Sweden

Swedish Red Cross successfully leveraged media channels to amplify its WFAD 2023 activities. They also engaged in multifaceted activities, with volunteers in nine cities offering hands-on first aid experiences. The incorporation of feedback sessions, information about different courses, and a quiz demonstrated an interactive approach. Local press releases resulted in two newspaper articles and local radio coverage, demonstrating effective local outreach. The status updates on social media platforms, including Instagram, Facebook, and LinkedIn, provided real-time engagement. The combination of traditional and digital media approaches showcased a versatile and comprehensive strategy.

Switzerland

Swiss Red Cross achieved notable media exposure. The online prize draw of First Aid Courses generated impressions on Facebook, Instagram, and LinkedIn. The collaboration with Helsana Swiss Health Insurance added a sponsor-driven element to the campaign. The overall engagement, with 10 posts and the inclusion of



member organizations, demonstrated an effective blend of online and offline strategies. The inclusion of member organizations and the development of unique materials showcased a collaborative and innovative approach.



Türkiye

Turkish Red Crescent excelled in media coverage during WFAD 2023. Translation of the WFAD Concept Note and press releases contributed to coverage in 39 press and 501 online news channels. The use of

social media live broadcasts for First Aid trainings, along with the sharing of information notes and animation videos, showcased a robust digital presence. The collaborative efforts with TV channels, newspapers, and local media representatives highlighted a coordinated approach. Turkish Red Crescent demonstrated a robust celebration with activities reaching over 2

million people. The involvement of branches in various provinces, contributed to extensive exposure. The use of digital tools as public service announcements underlined a strategic effort to raise community awareness.



Ukraine

Ukrainian Red Cross strategically utilized media channels for WFAD this year. Street advertising, media interviews, and TV program participation contributed to a strong publicity campaign. The presence of boards on streets and participation in TV programs added a visual dimension to the awareness campaign. The use of various media channels demonstrated a comprehensive approach to disseminating first aid information. Ukrainian Red Cross organized both online and offline first aid sessions across the country, engaging 300 volunteers and training 9000 people. The publicity campaign included street advertising, media interviews, and TV program participation. The presentation of new services, such as a mobile app and a Braille first aid guide, added innovative elements. The utilization of various media channels contributed to a well-rounded awareness campaign.

MENA

Bahrain

Bahrain Red Crescent organized a series of events within its headquarters, integrating the celebration of First Aid Day with programs for young people and involving school students and civil society organizations. A first aid committee of 15 volunteers, supported by 5-6 administrative staff, trained 700 individuals. The application of first aid was



demonstrated to more than 500 participants, emphasizing practical learning. The event was extensively covered on the association's official social media and in the Kingdom of Bahrain's official newspapers. The media coverage in Bahrain was significant, reaching a broad audience through official social media channels and newspapers. The integrated approach of involving youth programs and partnering with civil society organizations contributed to the comprehensive coverage of the event. For World Restart A Heart, the Bahrain Red Crescent engaged in multiple activities held at the association's headquarters, collaborating with civil society associations and schools. These events were aimed at fostering awareness and practical knowledge of cardiac resuscitation.



Iran

Iran Red Crescent Society executed an extensive set of activities, including a first aid boot camp with virtual and practical sections, involving 8,567 volunteers who trained 18,567 individuals. The one-day boot camp featured virtual courses, webinars, radio and TV interviews, competitions, and retraining sessions. The efforts were widely publicized through local newspapers, websites, and national media networks. Iran's Red Crescent Society achieved extensive media coverage, with activities reflected in local newspapers, websites, and national media networks. The various components of the first aid boot camp and the nationwide coverage contributed to the success of the media campaign. As for World Restart A Heart, Iran's Red Crescent established a training station specifically focused on cardiopulmonary resuscitation, underscoring the importance of hands-on learning for life-saving skills.



Iraq

Iraq Red Crescent conducted activities that included training primary school students, occupational safety workers, and holding a first aid training course for children. Nineteen volunteers were involved in training 650 individuals. Personal efforts led to the successful execution of activities, and the video of the first aid course for children was shared on Facebook. The media coverage in Iraq was driven by personal efforts, with activities shared on social media platforms. The focus on training children and occupational safety workers added a community-oriented dimension to the coverage.



Kuwait

Kuwait Red Crescent organized an awareness seminar in partnership with the Emergency Department, reaching 530 individuals through the efforts of 35 volunteers. The seminar was conducted using materials developed by Kuwait Red Crescent, showcasing their initiative in creating tailored content. Media coverage in Kuwait included reports from newspapers and social media sites, highlighting the awareness seminar and the collaborative effort with the Emergency Department. The use of custom materials added a unique touch to the celebration.

Morocco

Morocco Red Crescent conducted a walking march through city streets involving more than 150 volunteers, with a distinguished presence of authorities. The march aimed to introduce the Red Crescent and the Red Cross Movement, training 5,000 individuals. Stands in public areas and social media presence complemented the activities. They achieved significant media coverage with a strong presence on social media platforms. The engagement of authorities added to the visibility of the event, enhancing its impact.



For World Restart A Heart, The Morocco Red Crescent organized activities within volunteer social media groups, leveraging digital platforms to raise awareness and share information on cardiac resuscitation.

Qatar

Qatar Red Crescent's Center for Training, Research, and Development organized awareness and training workshops on first aid in the digital world and CPR. Fifteen volunteers facilitated training for 600 individuals, and the activities were conducted in a successful way. Health awareness messages were disseminated on social media, and interviews on television and in the press emphasized the importance of World First Aid Day in the digital world. Moreover, the Qatar Red Crescent conducted awareness and training workshops within the community, emphasizing the importance of life-saving actions during cardiac arrests, including the use of defibrillators to celebrate the World Restart A Heart.

Tunisia

Tunisia Red Crescent engaged 85 volunteers in an outside event, training 600 individuals with a focus on first aid awareness for children aged 3 to 5 years. Brochures were distributed to introduce the organization and its principles. Media coverage in Tunisia included the presence of electronic radio pages, maintaining pace with the activity and publishing it on the social media network. The emphasis on awareness for young children added a valuable dimension to the day. As for World Restart A Heart, The Tunisian Red Cross conducted various awareness-raising courses across multiple regions of Tunisia, focusing on disseminating knowledge and skills related to cardiac resuscitation.



Conclusion

To conclude, in every country where it was organized, WFAD and WRAH were a success and it enabled to reach a lot of people and involved different individuals and partners in the community. Trainings focused a lot on inclusion of digital tools and the importance to learn CPR to save lives. These days were an opportunity for RC/RC NS to start or pursue advocacy on the importance of learning first aid and resuscitation. To make our Vision 2030 happen, advocacy towards decision makers to encourage first aid education and training are highly advised. WFAD and WRAH are a reminder that we can help build safer and more resilient communities.

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

Global First Aid Reference Centre

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