



Global **First Aid**
Reference Centre

Guidance Note

World Restart A Heart Day 2025

Around October 16th

CPR - TWO HANDS CAN SAVE LIFE

#WorldRestartAHeart



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(Qatari Red Crescent)



(Vietnamese Red Cross)



(Moldovan Red Cross)



(Turkish Red Crescent)

Why World Restart a Heart Day?

The European Resuscitation Day initiative was launched in 2013 by the **European Resuscitation Council (ERC)**, with the support of the European Parliament. In 2018, the **International Liaison Committee on Resuscitation (ILCOR)** extended this initiative with the creation of **World Restart a Heart Day (WRAH)**, aimed at raising awareness on the importance of learning cardiopulmonary resuscitation (CPR). This event takes place every year **around October 16**, and aims to demonstrate that learning CPR is accessible to all, and can save lives.

Cardiac arrest is a major global public health issue, accounting for **some 15-20% of deaths worldwide**. Every year, more than 700,000 people die from cardiac arrest in Europe and the United States, despite the intervention of emergency services¹. In more than half of these cases, a witness is present when the victim collapses. This means that training citizens in cardiopulmonary resuscitation is a crucial strategy for doubling or even quadrupling survival rates. Every year, **up to 200,000 lives can be saved by bystander CPR**.²

For 163 years, the **International Red Cross and Red Crescent Movement** has been the world's largest network of lifeguards and first aid trainers. Every year, **Red Cross and Red Crescent National Societies (RCNS)** train millions of people worldwide in first aid, with CPR at the heart of their training. The International Federation of Red Cross and Red Crescent Societies, through its **Global First Aid Reference Centre (GFARC)**, is committed to promoting high-quality first aid training based on evidence and scientific practice.

The partnership with ILCOR is therefore essential to the success of this global event. In addition to ILCOR, the European Resuscitation Council actively supports World Restart a Heart Day, working to make training courses accessible to all, organizing events and disseminating recommendations, while coordinating the European network.

The aim of this guidance note is to introduce **World Restart a Heart Day 2025**, share the **GFARC** tools designed for NS RC RCs in collaboration with ILCOR, and provide practical advice for organizing the day. National Societies are also invited to get in touch with their **national or regional Resuscitation Councils** and other partners active in this event.

What are the objectives and priorities of World Restart a Heart Day?

It's crucial to remember that **every minute that passes** before help arrives reduces a cardiac arrest victim's chances of survival by **10%**. However, when first aid is administered by a bystander, these chances can be considerably improved. The main objective is therefore to significantly increase the rate of CPR performed by non-professionals, which today varies from 5% to 80% depending on the

¹ ILCOR: https://www.ilcor.org/data/policiesandprocedures/WRAH_RESUS_201805.pdf

² ILCOR: <https://ilcor.org/wrah>

country. If all countries were to achieve higher rates, hundreds of thousands of lives could be saved every year.

These are the main objectives of **World Restart a Heart Day**:

→ **Making CPR easier to learn for a wide audience**

- ◆ **Introduce CPR from an early age** and maintain it throughout life. This continuous approach enables everyone to acquire progressive mastery and feel ready to intervene, whatever the situation.
- ◆ **Combining hands-on and digital training:**
 - **Face-to-face practice:** Cardiac massages and use of automated external defibrillators (AEDs), with mannequins if available.
 - **E-learning:** Interactive modules, instructional videos and other digital resources are available to encourage distance self-learning.

This continuous learning not only boosts people's confidence, but also enables them to act with peace of mind, without fear of making mistakes.

→ **Encouraging the acquisition of CPR and first aid skills**

- ◆ **The short courses offered** on World Restart a Heart Day are designed to encourage participants to continue their learning through full training courses offered by the **National Societies**. This first contact with first aid encourages them to deepen their knowledge, or even to become trainers themselves.

→ **Advocating lifelong CPR training**

- ◆ **Targeting communities, especially schools:** a key component of World CPR Day is the "[KIDS SAVE LIVES](#)" program, which promotes CPR teaching from an early age. Recommended by the World Health Organization (WHO) since 2015, this program is proving particularly effective: trained children can then pass on these skills to those around them, which is crucial given that over **60% of cardiac arrests occur at home**.
- ◆ **Raising the general public's awareness of cardiac arrest prevention:** Better information, awareness-raising and education on lifesaving gestures are fundamental to creating a global impact.

CPR - Can two hands save a life?

World Restart a Heart Day has grown impressively since its inception. What was originally a symbolic day, celebrated on an occasional basis in a few countries, has today become an **ongoing global initiative**, carried throughout the year by millions of people on every continent.

→ **A simple, universal message**

Two years after its launch, the slogan **"Two hands can save a life"** remains at the heart of our campaign. It embodies the idea that, with simple, accessible gestures, we can all become an essential link in the chain of survival.

→ Local campaigns that reflect the world's diversity

To strengthen the impact of World Restart A Heart Day 2025, Red Cross and Red Crescent National Societies are invited to adapt this global message to their own reality:

- ◆ By developing a **local slogan**, closer to their culture and language;
- ◆ By taking into account the specific needs and challenges of each community.

This approach enables each region to take full ownership of the campaign, while participating in a global effort to improve survival rates in the event of out-of-hospital cardiac arrest.

Training citizens to intervene in the event of cardiac arrest means giving them **the power to act, without fear, with confidence**. Once again this year, we invite trainers, volunteers, institutions and partners to join forces to make WRAH 2025 **a moment of collective commitment and transmission of vital knowledge**.

Because two hands can save a life, join the World Restart a Heart Day (WRAH) 2025 movement. Learn, act, share.

What supports are available for NS?

GFARC has created a specific toolkit for WRAH 2025. This toolkit is available on our platform and focuses on CPR. NSs can use it to organize their public World Restart a Heart Day event or online campaign.

For WRAH 2025, the toolkit includes:

- Guidance note on World Restart a Heart Day 2025
- The official 2025 poster
- Video: "Cardiac resuscitation: Overcoming preconceived ideas, saving lives".
- Goose game: "The race to do the right thing".
- "The CPR Wheel" Game.
- Activity sheet for younger children: "Heroes in action: circle the equipment needed for successful resuscitation".
- Infographic: "Understanding CPR through figures
- The Universal First Aid Application

SLOGAN: "Two hands can save a life"

In addition, GFARC invites you to find all the tools developed during previous editions on [our website](#). These resources are already available in French, English, Arabic and Spanish, so don't hesitate to take a look and make use of them.

Coordinated **by ILCOR**, the WRAH initiative is open to all National Resuscitation Councils, who can adapt their approach locally. ILCOR provides support through **media kits, sample documents for schools**, and examples of good practice, [available here](#).

Tips and suggestions for activities :

→ Role-playing CPR and alerting

We propose to organize a role-playing activity based on life-saving techniques, in particular cardiopulmonary resuscitation. The aim is to create a fun and educational opportunity for sharing, while reinforcing participants' knowledge of the right reflexes to adopt in the event of a cardiac emergency.

This activity is based on two comic strips produced by GFARC:

- [one on CPR](#)
- [the other on alert](#)

The principle is simple: each participant chooses a character from one of the two comics and plays his or her part, adapting dialogue and situations as necessary. This allows everyone to put themselves in the shoes of a rescuer and better understand the importance of CPR.

Both comics are available in English, French, Spanish and Arabic.

Don't hesitate to print several copies so that participants can take them home, reread them and continue learning life-saving techniques even after the activity.

To host this activity, all you need to do is :

- *Several printed copies of the comics*
- *A space where participants can move and interact*
- *An animator to guide the game and encourage participation*

This activity is ideal for young and old alike, and requires no prior knowledge of first aid.

→ "Draw me a hero" drawing competition

We're organizing a drawing competition for children on the theme of cardiopulmonary resuscitation. The aim is to raise youngsters' awareness of lifesaving techniques, while giving them room to develop their creativity. Invite them to draw a hero or heroine in the act of saving a life (this could be a real person, such as a parent, classmate or first-aider, or a character straight out of their imagination).

To carry out this activity you will simply need to provide the children with :

- *Colored pencils and/or markers*
- *Paper sheets*

The drawing competition can also be adapted as a fun and educational coloring activity on the theme of CPR. By coloring, they learn the successive steps of CPR. This interactive approach not only imparts essential knowledge, but also gives them a sense of confidence, preparing them to face emergency situations. A coloring activity is [available here](#).

Don't hesitate to send us photos of your children's drawings and colorings! A selection of these works will be shared on our communication channels to showcase their participation.

→ Short courses in first aid

Short first aid training courses are an ideal flagship activity for World CPR Day events. We encourage first aid trainers to train as many people as possible, in shifts, via short courses and using different teaching methods (mannequin practice, simulations, case studies, role play, [CPR snapchat filter](#)). If applicable - depending on local laws and available materials - teaching of early defibrillation can also be included. In addition, we invite you to distribute leaflets on CPR techniques to participants at the end of first aid training courses. Distributing these leaflets encourages participants to update their knowledge as part of their ongoing training, and invites them to take a longer, more comprehensive course in first aid. The leaflets we have developed in previous years can be found in [the resources section of our website](#). For more details on the organization of short courses, see the IFRC GFARC [Guidelines](#).

→ Here are some tips for organizing each of these activities:

Location / Public space: The chosen site must meet the following criteria:

- ◆ Amenities: Access to water and electricity nearby, with WIFI/Internet connection if available.
- ◆ Visibility: Easily accessible areas (including for people with reduced mobility) likely to attract large crowds (market squares, pedestrian or shopping streets, tourist sites, etc.).
- ◆ Weather: If you're holding your event outdoors, make sure it's covered in case of rain or hot weather.
- ◆ Parking : Provide parking space, if possible.
- ◆ Safety: Contact your local authorities to ensure compliance with safety standards and obtain the necessary permits.

The GFARC team is still available if you need more advice or would like to share your tools for World Restart a Heart Day 2025. We welcome any comments, suggestions or feedback you may have to help us improve our practice.

How to prepare for World Restart a Heart Day?

→ Mobilize your team

- ◆ Appoint a local coordinator, responsible for overall event coordination and follow-up.
- ◆ Involve a team of volunteers and salaried staff, from the planning and preparation phase right through to the event itself, especially those who are willing to run short first-aid training courses.
- ◆ Appoint focal points for each area: communication, volunteer selection and supervision, training, design of educational tools, logistics, etc.

→ Anticipating organization

Start preparing several weeks in advance by asking yourself the right questions:

- ◆ *What activities would you like to organize?*
- ◆ *Where will they take place?*
- ◆ *With what tools or media?*
- ◆ *Are your activities, locations and tools accessible to all? If not, how can you adapt them?*

→ Promoting diversity and inclusion

- ◆ Encourage new ideas: solicit suggestions from people with different backgrounds and incorporate them into your communications or tool design.
- ◆ Be aware of cultural and social differences: Some people may feel uncomfortable or encounter obstacles when performing first aid because of cultural differences. This can be an opportunity to adapt practices to make them more inclusive and accessible, while enriching everyone's experience.
- ◆ Choose locations that are easily accessible to all audiences.
- ◆ Offer activities in pairs, encouraging mutual learning and boosting participation.

A broad mobilization of volunteers and effective coordination are the keys to the success of your WRAH event.

→ When to organize your event?

- ◆ Even if the **official date is October 16**, you can organize your event at a date close to or after this date, such as on weekends or at a more favorable time for your target audience.
- ◆ Choose a location according to local customs:
 - in a school, on an after-school day,
 - in a shopping mall at the weekend,

- or during a local festival, if appropriate.

→ Ensure the clarity and accessibility of your communication

- ◆ Use simple language that everyone can understand. Avoid jargon, acronyms and overly technical or colloquial formulations.
- ◆ If possible, tailor activities to the needs of the participants, so that everyone can play an active part.
- ◆ Take advantage of the event to invite participants to get involved as volunteers with your National Society.

→ Media coverage

The day's success depends on the number of people trained in CPR - at least in the chest compression technique - and on the extent of media coverage, particularly via social networks. These indicators will enable us to assess the overall impact and identify best practices to be reproduced and adapted for future editions.

So it's essential that your event is widely publicized (media, social networks, etc.) to increase the number of people aware of and trained in CPR. For social networks, we recommend using the hashtag **#WorldRestartAHeart** as a reference.

It is essential that trainers and training managers collect precise data on the impact of the event, including the number of people sensitized, whether direct participants or those reached via social networks. It is also advisable to record the number of volunteers mobilized for supervision, and to indicate which GFARC tools were used on the day. **This information will be invaluable in filling in the evaluation form that GFARC will send you at the end of WRAH. Completing this form is essential** for us to be able to draw up a report on the global impact of this event, and to highlight the best practices and experiences of Red Cross and Red Crescent National Societies.

Make sure that post-event communication is accessible to all, and don't hesitate to send photos to participants.

National Societies are encouraged to **contact national and local media** (press, television, web, radio) to publicize the event and highlight the collaboration between the scientific research community (in partnership with ILCOR) and the world's largest humanitarian organization, the International Federation of Red Cross and Red Crescent Societies (IFRC).

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

What are the links with Resuscitation Boards?

A list of regional Resuscitation Councils can be found on [the ILCOR website](#). It is recommended that National Societies contact these entities or their National Resuscitation Council

to organize joint activities and amplify the impact of their actions. Resuscitation Councils can also approach national or local RCRC members to include them in their events. In countries without a Resuscitation Council, the national Red Cross or Red Crescent can still organize the event and promote the theme.



You can find ILCOR's World Restart A Heart social networks at :

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

As a reminder, GFARC collects data on WRAH through a questionnaire similar to the World First Aid Day report sent to NSs.

The GFARC remains at your disposal if you need further advice or wish to share your own tools. Any comments, suggestions or feedback aimed at improving practice are always greatly appreciated.

If you have any questions or comments, please do not hesitate to contact us at the following address: first.aid@ifrc.org

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