Part 1: First Aid knowledge of European car drivers
European overview: link between First Aid and Road Safety

- Partnership with Automobile/Touring clubs

→ 14 countries involved: Austria, Belgium, Croatia, Czech Republic, Denmark, France, Finland, Germany, Italy, Portugal, Serbia, Slovenia, Spain, Switzerland.

→ Survey on the first aid knowledge of drivers

→ 200 interviews per country; 2,786 interviews in total

→ Launch of the results on 19 March 2013
Confident to act versus skills

- 65.8% of the interviewed people feel that they are confident to act but only 17.8% know all the steps when arriving at the scene of an accident.
Knowledge of European emergency rescue number 112
(Question 5)

- Finland: 97.0%
- Portugal: 94.5%
- Denmark: 91.5%
- Germany: 91.0%
- Slovenia: 90.0%
- Spain: 79.5%
- Belgium: 63.0%
- Croatia: 62.5%
- EUROPE: 57.7%
- Czech Rep.: 53.6%
- France: 43.1%
- Switzerland: 18.0%
- Italy: 14.5%
- Serbia: 8.5%
- Austria: 7.0%
Knowledge of emergency response chain

Knowledge of Emergency Response Chain (Question 4)

- Croatia: 27.0%
- Portugal: 26.5%
- Finland: 26.4%
- France: 22.1%
- Denmark: 21.5%
- Switzerland: 19.5%
- EUROPE: 17.8%
- Slovenia: 17.0%
- Austria: 15.0%
- Belgium: 14.0%
- Serbia: 11.5%
- Rep.: 10.8%
- Spain: 5.5%
- Italy: 2.5%
Conclusions

- First aid knowledge among European citizens but need to practice and to follow a refresher course.

- Necessity to communicate more on the 112 and to spread simple first aid messages.

- Lobbying for making quality first aid training compulsory during the driving licence or just after.
Part 2: WFAD 14 September 2013
Main theme = First Aid and Road Safety
General data from the Federation Secretariat

- Traditional media: more than 50 media hits with a total of more than 400,000 unique visitors
- Social media (Twitter, Facebook, YouTube): 1,635,972 accounts reached or views
- Web: WFAD web page had 2,370 visits on 14th September
- Audio visual: the WFAD animation was seen at least 5,600 times and was translated in 11 languages.
Example 1: WFAD in France

- On 13 Sept.: debate on first aid as a preventive tool and on post-crash response; at the end, crash simulation

- On 14 Sept.: 133 branches trained 3 000 people in first aid and road safety messages were spread
Example 2: WFAD in Thaïland

- Big event including:
  - A conference with a debate
  - Demonstrations on CPR, stop an haemorrhage, how to alert, seat belt, helmet…
  - Simulation of crashes and first aid response
  - Involvement of many stakeholders
Example 3: WFAD in Senegal

- First aid and road safety demonstrations in a crowded place: the bus station in Dakar
Pieter Venter on behalf

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