

# First Aid App

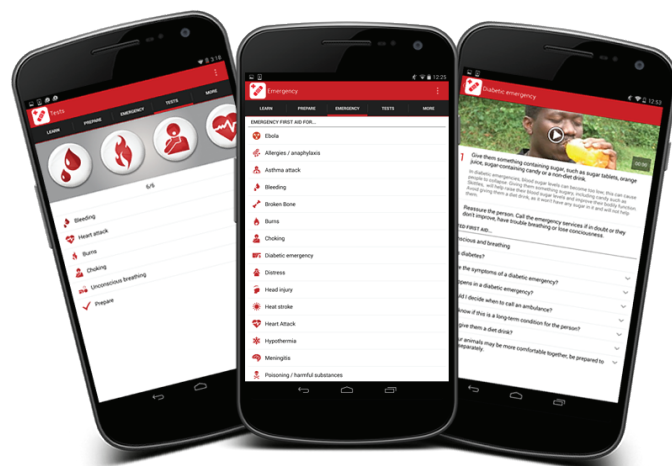
## Mobile technology for preparedness

Since 2013, the GDPC Universal App Program has worked with Red Cross and Red Crescent (RC/RC) national societies to develop localized first aid apps that contain easy to understand information about how to identify and respond to a range of common first aid scenarios, empowering users to provide life saving help. To date, the GDPC has helped develop more than 50 First Aid apps.

Created in collaboration with the Red Cross Global First Aid Reference Center, First Aid app content is based on the International Federation of Red Cross and Red Crescent Societies (IFRC) First Aid Guidelines. To ensure that the content is appropriate and relevant to each local context, RC/RC national societies drive the development of the apps, managing translation, video production, content editing and marketing.

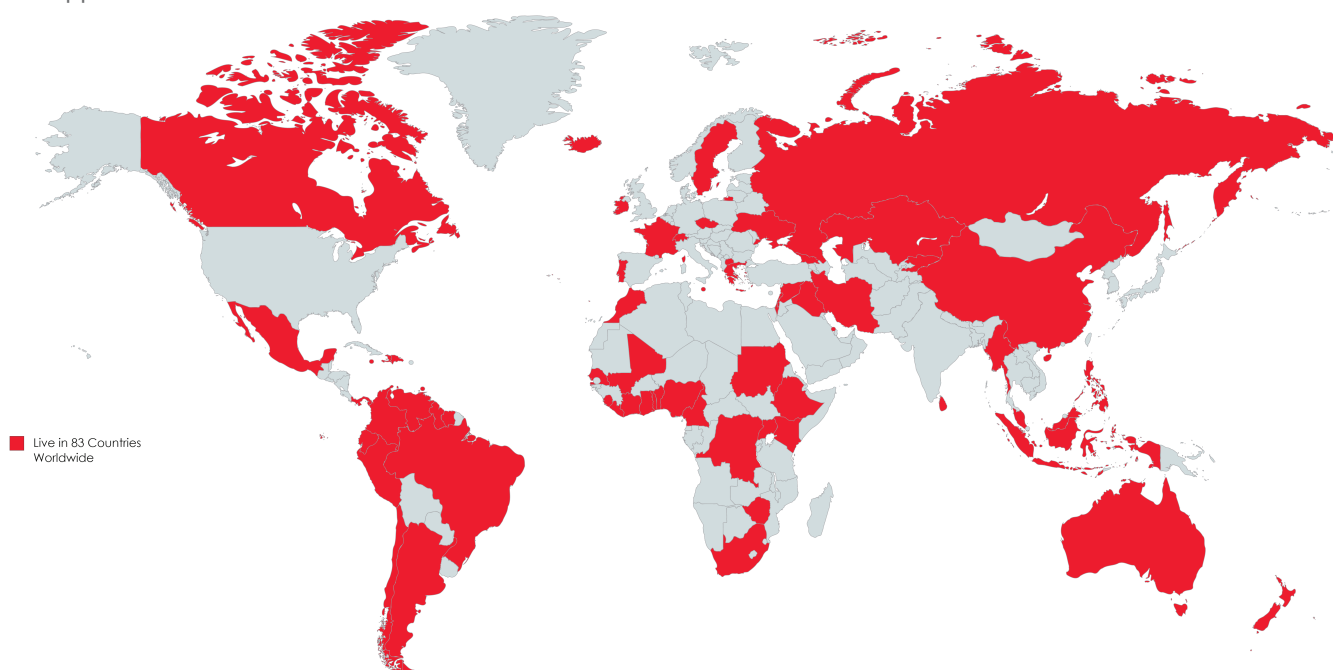
## Benefits of the Universal App Program

- Potential to reach large numbers of users with high quality, easy-to-use, multi-lingual apps available on iOS and Android platforms.
- National societies have complete ownership of app content and can use app donation links to mobilize donations
- No cost to national societies for app development, release or support



## First Aid App features

- Tests, quizzes and badges that users can share on social media.
- Tips, information and step by step instructions including videos and illustrations on how to respond.
- Capability to receive alerts via push notification and to contact local emergency services by phone



As part of the global Red Cross and Red Crescent network, the GDPC is situated amongst several other Red Cross-affiliated resource centers and 189 national societies. This network has a global reach that extends to almost every community around the world. GDPC activities and services are shaped by this global network of colleagues, as well as by the GDPC Technical Advisory Group, a team of seasoned professionals working to enhance the quality and relevance of GDPC services and foster cross-learning with practitioners within and outside of the Red Cross. Through the First Aid App Program, the GDPC and the Global First Aid Reference Center have created a platform to facilitate the adaptation and localization of mobile applications (apps) with first aid and hazard information for use in countries across the globe, providing life-saving innovations to those most vulnerable.



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