**September 9 is World First Aid Day - could you respond effectively in an emergency?**

This **World First Aid Day**, on **Saturday September 9**, **Australian Red Cross** is highlighting domestic and workplace accidents. More accidents take place at home than any other location. Almost half a million Australians are admitted to hospitals every year as a result of injury; with around 12,000 people dying from their injuries, primarily from falls.[[1]](#footnote-1)

**For audio grabs and images, please visit the Multimedia News Release:**[**http://news.medianet.com.au/baypr/september-9-world-first-aid-day**](http://news.medianet.com.au/baypr/september-9-world-first-aid-day)

“Australia is far behind other developed nations in our ability to respond effectively in an emergency situation, with less than 5% of Australians trained in first aid. As part of World First Aid day on September 9, Australian Red Cross wants to change that statistic and is urging Australians to learn first aid,” says Australian Red Cross Ambassador, Dr Andrew Rochford.

“Every year in Australia, approximately 260 children die and 58,000 are hospitalised due to accidents.

 This means that more Australian children die of injury than cancer, asthma and infectious diseases combined. This World First Aid Day, on September 9, Australian Red Cross is urging more Australians to train in first aid, to help change this statistic,” says Australian Red Cross trainer, Janie McCullagh.

In the workplace, Work related injury and illness have a big impact on business and were estimated to cost $60.6 billion in the 2008–09 financial year, representing 4.8% of GDP. [[2]](#footnote-2)

**How You Can Get Involved**

To help increase First Aid knowledge in Australia, encourage your school, workplace, family and friends to sign up for an Australian Red Cross First Aid Course.

***Be prepared and book into an Australian Red Cross First Aid course, or refresher course.***

* Book into a Red Cross first aid training course 1300 367 428 / [redcross.org.au/first-aid.aspx](http://www.redcross.org.au/first-aid.aspx)
* Buy a Red Cross first aid kit [redcross.org.au/firstaidkits](https://college.redcross.org.au/cataloguedetails.aspx?catalogueid=1)

**INTERVIEW OPPORTUNITY: Dr Andrew Rochford and Australian Red Cross trainer Janie McCullagh are available for interview. Attached are audio files from both Dr Andrew Rochford and trainer Janie McCullagh.**

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1. Australian Institute of Health and Welfare [↑](#footnote-ref-1)
2. Safe Work Australia [↑](#footnote-ref-2)