

## Effective Blended Learning for First Aid Training

Cases of Blended First Aid Training in  
Red Cross National Societies

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# CASES OF BLENDED FIRST AID TRAINING IN RED CROSS NATIONAL SOCIETIES



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# 1. INTRODUCTION

This short resource brings together the blended learning stories and experiences of seven National Societies in the RC/RC network practicing blended first aid training.

These are not the only NS in the network who are engaged in blended learning but are a sample. According to the survey carried out in May-June 2019, blended learning is being used in around a quarter of RC/RC National Societies who are also using the GDPC First Aid App or a first aid app of their own design.

Each case study highlights an element of the innovation that is happening in first aid training in RC/RC National Societies. It is clear that there is a good deal of innovative practice that others can learn from. Key staff in the National Societies have shared their perspective on blended first aid training and given insights into the benefits they have achieved and the challenges they have faced. They also offer advice to any National Society currently considering adapting to a blended first aid training model.

## 2. AMERICAN RED CROSS



**American  
Red Cross**

### **Blended first aid training at AmRC**

The primary driver for people seeking first aid training from the American RC are workplace requirements by federal law and licence certification requirements for certain professionals. AmRC reports a major uptake of blended online learning and a growth area for the NS. Blended learning accounts for 60-70% of all first aid training courses sold—a very important source of revenue generation.

#### **INNOVATION**

Revamped operations with technology and converted Training Services from a loss to a profit maker for the organization

### **The blended model**

First aid training is offered in three modes – classroom, blended online with practical skills sessions and online only. They note that learning only works if it fits into busy schedules at people’s convenience and this is where the blended model is effective. Blended is preferred to online-only training as these courses do not provide an opportunity for trainees to demonstrate skill proficiency to a certified instructor, so may not meet requirements for workplace safety certification.

The National Society is currently in a period of technical transition and they are redesigning their online learning platform to provide a much more integrated service for their customers. At the same time, first aid training content is being upgraded. The vision and intention is that online learning will be available seamlessly across any platform (computer, tablet, mobile phone) and first aid training should be easily accessible through a mobile device. Penetration of smartphones in the USA is 110%.

The First Aid App has been very successful in terms of numbers of downloads but the app is not currently integrated into the blended model. The First Aid App is referenced during in-person training and instructors recommend it but it is not designed into the learning programme.

### **Instructors’ Corner**

AmRC trains in excess of 2.5 million people a year and 2 million of these are instructors. AmRC trains and certifies instructors who then offer first aid training to the general public or within their workplace. An online platform is provided for instructors which includes digital learning content. The platform is designed to make it easier for the instructors to set up blended learning.

Instructors recruit trainees and pay a fee to the NS per registered online learner. The online learning system is built on a [Salesforce.com](https://www.salesforce.com) customer relationship management (CRM) platform. The system is cloud-based and integrates a range of functions which enable the NS to maintain relationships with training participants, donors and

volunteers. The new system is focussed on supporting instructors to run their training business efficiently and effectively. A screen shot of AmRC instructor's corner where

The screenshot shows the American Red Cross Instructor's Corner website. At the top, there is a search bar with the text "Search..." and a red "Search" button, along with a "Login" link. Below the search bar is a navigation menu with links for Home, Teaching, Resources, Instructor Lifecycle, Community, News, Candidates, and Questions?. The main heading is "Welcome To Instructor's Corner". A prominent red banner contains the text: "Help the Missing Types Campaign! Click on the Missing Types button below to sign up to give blood over the summer months when donations are low and the need is great!". Underneath, there are three featured cards: "Without A, B and O, we can't save anybody. Help fill the #MissingTypes", "ALS ILT and Instructor Course Materials Available", and "PALS ILT and Instructor Course Materials Available". To the right, there is a "My Certifications" section with "No records found" and four red buttons: "Course Record Entry", "Buy Red Cross Products", "Create A Support Case", and "Click to Chat". Below the featured cards, there is a "Featured" section with a video player showing a classroom scene and a "View" button. The video player shows a timestamp of 0:14 / 1:53. To the right of the video, there is a section titled "Amanda's Story" with the text "WeWork's Investment in Red Cross Training Pays Off." and a "View" button. At the bottom right, there is a section titled "Training Support Hours of Operation" with the text "M-F 7:30am - 10pm ET, Sat 7:30am - 8pm ET".

trainees log in and select their module is shown below.

## NS motivation for blended learning

AmRC's motivations for conducting blended learning include:

- A desire to benefit from the advantages of technology enabled learning
- Responding to companies preference for blended learning as it reduces employees time away from work to gain certification
- A reduction in in-person practical skills training from 6-7 hours to 2 hours along with 2-3 hours of online learning
- Ability to support instructors to run an efficient and effective first aid training business.

## **Benefits of blended first aid training**

- Because of the reduced staff time away from work, employers prefer the blended offering
- Because blended online learning is more interactive and entertaining, students prefer it
- End of course surveys show a net promoter rating of 84% - which means participants would recommend the course.

## **Challenges in blended first aid training**

Several challenges related to AmRC's blended learning model and delivery include:

- Establishing ease of use – the existing online learning system was difficult to access from the learner perspective – the systems needed to be simplified and that is currently being addressed
- Learner computer operating systems and browsers can be very old at times and will not properly run new services
- mobile devices such as smartphones and tablets are required for learners to access and complete the modules
- For adult learners, they want the training to be concise and relevant.

## **Advice to NS considering a blended first aid training model**

- Know your audience and their needs for the training
- Any blended learning offering must work on mobile devices
- Accessibility for persons with disabilities is important

## **Websites**

[www.redcross.org/](http://www.redcross.org/)

[www.redcross.org/take-a-class/first-aid?latitude=38.8964&longitude=-77.044701](http://www.redcross.org/take-a-class/first-aid?latitude=38.8964&longitude=-77.044701)

[www.instructorcorner.org/s/](http://www.instructorcorner.org/s/)

## **Contact**

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### 3. BELGIUM RED CROSS FLANDERS



Rode Kruis  
Vlaanderen

#### First aid training at BRCF

In their Strategy 2020, *Everybody Helps*, BRCF state their strategic aim to further promote first aid, to develop complementary learning tools and to make use of new technology to get everyone involved in helping others.

The Belgian Flanders RC has been investing in evidence-based first aid content for a long time because of their belief in its importance as a core business of any National Society; its important role in [improving health outcomes in resource poor settings](#); its ability to improve the NS image deliver on its mandate and also generate funds in a sustainable way.

Evidence based practice is of critical importance to the BRCF and at the core of all its activities.<sup>1</sup> Together with its Centre for Evidence-Based Practice (CEBaP), BRCF has developed evidence-based first aid manuals and materials tailored to different countries and contexts – *the African First Aid Materials* or AFAM (adapted to 11 different countries), Indian First Aid Manual, Nepal First Aid Manual, Youth First Aid, and recently First Aid for First Responders

BRCF are focussed on improving the quality of first aid but also increasing the number of people trained through targeting new types of trainees such as youth and first responders. Therefore, they provide quality learning materials and support the first aid departments of its partner NS while also focussing on management processes that result in quality first aid training and increased income generation.

#### The blended model

*"In the past, books were the source of all knowledge. Now, you can find all sorts of information online. But that information isn't always reliable. We want to incorporate interactive teaching methods into our first aid courses. Blended learning would be one example of this – it mixes home-based study with classroom sessions. Trainees can learn at their own pace, based on their own interests."*

Dr. Geert Vermeersch, Chairman Advisory Committee on Education

#### INNOVATION

Developed the African First Aid Materials (AFAM) into a blended learning model with the First Aid App to improve health outcomes in a number of partner NS in developing countries



<sup>1</sup> Through their Center for Evidence Based Practice, they have developed a short (1.5 hours) [elearning course](#) to help people to critically evaluate information.

BRCF offers first aid training through in-person workshops, preceded by self-directed learning using the First Aid App. They have a strategic objective to modernise their training offering and to make training more efficient and cost-effective. They see blended learning as a natural next step and are currently starting the rollout for blended learning using the First Aid App.

## **NS motivation for blended learning**

For people seeking first aid training in Belgium or in any other country, BRCF believes that blended learning offers many potential benefits such as:

- Cost-efficiency - optimization of time, human resources and operational costs
- Scalability and achieving 'economies of scale' in first aid training when there is increased demand
- Providing more interesting training options for client including flexibility that enables people to study at their own pace and convenience
- Better learning outcomes (on the pace of the client, in-class focus on skill) + learning analytics available
- Standardization and harmonization of knowledge levels prior to hands-on training (provides opportunities for efficient testing before people register for practical skills training)
- Efficient updating of content
- Reaching an alternative audience (young volunteers, private sector clients)
- Advantages for an implementing NS (gives stronger position, expert role)
- Reduction of face-to-face training time from 3 days to 1 day with equivalent or better learning outcomes
- Modernisation of product offer, encouraged by the fast-paced global digitalization

BRCF is confident that using the First Aid App in Africa in a blended training approach will help NS to deliver first aid training that has quality assured content and is more cost efficient. Additionally, the income generated via blended learning training of external clients provides a sustainable source of income to the NS due to the cost-efficiency of the training. They note that the African NS have ambitions to train large numbers of people but they are working with very restricted resources and capacity. Consequently, scaling up training will be important and the First Aid App can assist with this.

## **Future plans for blended first aid training**

In order to develop blended learning, a number of activities are taking place.

1. Extra staff positions have been created: specialist digital learning + blended learning manager + additional support from the domestic departments
2. Development of evidence-based content and adapted to the context of the countries and context they are supporting. In particular, this includes content-diversification for different target audiences such as Youth and First Responders. All content is available in analog and digital modes.
3. Development of an in-class training manual and a trainer's manual on blended learning.
4. Roadmap for how the First Aid App will be further integrated into a blended approach, focusing also on customer journey processes



Because of their strong focus on evidence based practice, BRCF is considering primary research on blended learning to scientifically prove the effectiveness of the model. Furthermore, this research could deliver interesting information for further improvement of program rollout.

BRCF supports the strengthening of administrative and management systems in African countries such as Burundi, Uganda, Rwanda, Tanzania, Zambia, Malawi, Zimbabwe, Mozambique, South Africa, Lesotho and Eswatini. This will help to prepare the NS to drastically scale up the quality and quantity of first aid, by helping them to become ready to deliver blended learning.

Following their work in Southern and Eastern Africa, BRCF intends to rollout app-based blended learning in West Africa and other parts of the continent. They hope to gain sponsors through corporate social responsibility programmes and are targeting a segment of the private sector with a stake in the game, like insurance companies, to that end.

### **Advice to NS considering a blended first aid training model**

- Work not only on training quality but also on systems and processes to become ready for blended learning at scale. Supporting the NS in these processes is essential.
- Adapt existing resources such as the AFAM materials and GDPC First Aid App to ensure quality and consistency of content in blended learning.
- Look for cost efficiencies through economies of scale to ensure first aid training generates sustainable income.
- Learn about blended learning from other NS and get inspired!

### **Websites**

Strategy 2020

[www.rodekruis.be/storage/en/strategie-2020-binnenwerk-en-lr-spreads.pdf](http://www.rodekruis.be/storage/en/strategie-2020-binnenwerk-en-lr-spreads.pdf)

eLearning course on Evidence Based Practice

[www.cebap.org/methodology/ebp-e-learning/](http://www.cebap.org/methodology/ebp-e-learning/)

Evidence-Based African First Aid Guidelines and Training Materials

[www.cebap.org/storage/cebap/poster-evidence-aid-conference-de-buck-e-2.pdf](http://www.cebap.org/storage/cebap/poster-evidence-aid-conference-de-buck-e-2.pdf)

### **Contact**

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## 4. BRITISH RED CROSS



### First aid training at BRC

The British Red Cross were the original designers of the first aid app which then they licenced to GDPC who have rolled it out to nearly 100 RC National Societies. BRC offer first aid training through in-person training and app-based self-directed training however, they do not currently have a formal blended learning offering although some trainers integrate the use of the app into their in-person training.

#### INNOVATION

Original developers of the First Aid App and made it available to GDPC for sharing globally

### The blended model

BRC has piloted blended first aid training and compared its educational effectiveness to a traditional face-to-face course as a control group. They concluded that blended learning is a viable effective delivery method. They found that learners knowledge and confidence was improved in both groups. Learners felt that the blended learning pathway was well-structured and that having the online session before their face-to-face training was the optimum order for their learning. This gave several benefits:

- they had more confidence and understanding when they arrived at their face-to-face session
- it gave them time to reflect on the online learning and prepare questions about what they had seen for the face-to-face session
- and the face-to-face session itself was used effectively to reinforce – rather than repeat – their learning from the online experience.

### NS motivation for blended learning

BRC had a strategic objective to modernize their training offering and this led to the development of the first aid app. They were also motivated by a desire to democratise first aid education and make it available to everyone who wants it. Moving first aid training out of the classroom and into the digital world was a natural progression that emerged as technology developed and mobile phones became smarter and more ubiquitous

### Benefits of blended first aid training

- The app forms part of the public education offering and provides another means to encourage self-directed learning
- Helps to increase access to training
- BRS comparative study shows that learners like the blended approach though online learning and face-to-face sessions
- Face-to-face training time can be reduced

## Challenges in blended first aid training

- Some trainers find it challenging to use technology in the classroom due to issues with access to devices or service coverage, or lacking confidence.
- BRC note that it has been a challenge for them to get blended learning off the ground because deeply engrained approaches to traditional training are prevalent in the National Society.
- They also identify the difficulty of evaluating self-directed learning and state that they have very little knowledge of who is using app, how they are using it, the effectiveness of the learning experience, or whether they go on to use their skills. As such they are still developing a robust business case which will ultimately evidence to senior management of the corporate value of blended learning.
- The constraints placed on our commercial division due to legislative imperatives puts limitations on key elements of the blended learning model. For example, the legislating body is specific about what types of training and training content can be certified, and this does not always marry with blended learning.
- The blended learning market is not yet mature enough to sustain a national blended learning offer. For example, the demand for blended learning courses is still currently relatively low.

## Advice to NS considering a blended first aid training model

- Start small with trainers using the app in face-to-face courses
- Ensure trainers are familiar with the content and comfortable with the technology.
- Remember the app is designed as a self directed learning experience so think carefully about how you design a blended learning experience that enhances the qualities of the app and best uses the strengths of a face to face course.

## Future developments for blended learning including the app

As part of establishing a new digital education strategy, BRC are currently engaged in a process of reimagining the future of education within the Society. One of the questions they are looking at is how the app could be incorporated in more structured learning pathways. Increased gamification is also under consideration including interactive conversation, rewards and points systems.

### Websites

<https://www.redcross.org.uk/first-aid/learn-first-aid>

### Contacts

Christine Boase  
Product Development Manager  
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Hannah Taylor  
Digital Product Manager  
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## 5. CANADIAN RED CROSS



Canadian  
Red Cross

### Blended first aid training at CRC

The main driver for people seeking first aid training from CRC is for national health and safety requirements (workplace training requirements, professional responder licencing, etc...). First aid training at the Canadian RC is offered through a network of accredited training partners. All training is certified by the National Society. CRC provides training and certification for First Aid Instructors through a network of Instructor Development Centres. Red Cross First Aid courses have to meet national health and safety regulations.

#### INNOVATION

Instructors' digital learning platform - Boulevard

Positioning the First Aid App as a facilitation tool for instructors

CRC does not currently have a digital learning strategy but they are committed to continually exploring a variety of educational technologies (used by learners for self-directed learning or by facilitators as teaching tools) and their relation to FA training learning outcomes. This could include web based / LMS platforms, apps, virtual reality, augmented reality, feedback devices, social based learning (for example streaming tools, microlearning on social platforms such as Facebook or Instagram, etc.). A key consideration for the national society prior to adopting or implementing any educational technology is to ensure that the tool/platform provides measurable value to the learning intervention.

### The blended model

CRC has been offering blended learning for several years for both participant and facilitator training in a variety of modes:

- **Facilitators** (instructor/trainer and instructor trainer/trainer of trainer levels) the tools have been used for knowledge acquisition, relationship building and reflection of practice prior to further professional development
- **Self-guided**, online learning paired with classroom-based application -
- **Peer based online learning** (via dedicated community such as Moodle or a course forum) paired with classroom-based application

It is a distributed model as first aid training is not offered directly by CRC but through their registered training partners. CRC has developed online learning resources which are used in a blended model by Registered Training Partners who pay to register each trainee on the learning management system. The only exception is the development and support of their Master Instructor Trainers - which is supported directly by the society.

## Digital training resources for instructors

CRC has a platform called Boulevard for instructors, shown below. Here instructors can access digital training resources and build up their own personalized programme assets. Instructors can also use Boulevard as a teaching platform and access the digital resources directly in the classroom.

Boulevard is a series of interconnected tools to support Instructors in creating comprehensive, customized learning experiences! Resources include lesson plans, skill sheets, knowledge evaluations, scenarios, and presentation slides. It allows Instructors more freedom to customize their lesson delivery and simplifies the lesson creation process by automating many elements. Instructors can choose elements that are meaningful to the audience they are working with. It also increases compliance with legislation, regulations, and program standards. Boulevard can be used live in class (when connected to internet) or resources can be downloaded for use offline. It features *Connect*, a crowd-sourcing tool where instructors can share their best ideas/teaching strategies or request new tools from CRC

The screenshot shows the Boulevard instructor dashboard. At the top left is the Canadian Red Cross logo. The navigation menu includes Dashboard, Lesson Plans, Presentations, Knowledge Evaluations, Resources, Français, and Alison. A large banner features a night cityscape with the text "Welcome back, Alison!" and "What would you like to do today?". Below the banner are three buttons: "GENERATE LESSON PLAN", "GENERATE KNOWLEDGE EVALUATION", and "CREATE PRESENTATION". A red "SHOW ANNOUNCEMENTS" button is located below the banner. The dashboard is divided into three main sections: Lesson Plans, Presentations, and Knowledge Evaluations. The Lesson Plans section lists five items, including "1. Emergency Medical Responder (EMR)" and "2. Advanced First Aid (AFA) - Recertification". The Presentations section lists five items, including "1. Add Presentation Title" and "2. Breathing Emergencies (MBFA)". The Knowledge Evaluations section shows "No lesson evaluations yet. Start one".

Canadian Red Cross

Dashboard Lesson Plans Presentations Knowledge Evaluations Resources Français Alison

Welcome back, Alison!

What would you like to do today?

GENERATE LESSON PLAN GENERATE KNOWLEDGE EVALUATION CREATE PRESENTATION

SHOW ANNOUNCEMENTS

Lesson Plans Presentations Knowledge Evaluations

1. Emergency Medical Responder (EMR) 2. Advanced First Aid (AFA) - Recertification 3. Basic Life Support (BLS), Oxygen Therapy, Airway Management (AM) 4. Basic Life Support (BLS), Oxygen Therapy, Airway Management (AM) 5. Basic Life Support (BLS), Oxygen Therapy, Airway Management (AM) 21 more... view all

1. Add Presentation Title 2. Breathing Emergencies (MBFA) 3. Check, Call, Care (CCFA) 4. Head and Spinal Injuries (MAFA) 5. Head and Spinal Injuries (AFA) 199 more... view all

No lesson evaluations yet. Start one

## **NS motivation for blended learning**

- App based learning is different and new
- People are excited about the use of technology in learning
- It is an innovative way to engage learners
- It can help the NS to reach people who would not otherwise engage in training

## **Benefits of app-based blended first aid training**

- The FA App is not used as a replacement to other learning interventions – it augments them (either as a facilitator tool or self-guided tool outside of a formal learning intervention).
- It has allowed us to reach different learning audiences than our instructor led or blended offerings.

## **Advice to NS considering a blended first aid training model**

- Start by identifying your goal for using the tool (learning outcomes, scalability, etc...) so that you are able to measure change and recognize return on your investment.
- Consider why you would use the app in place of other blended offerings (tech or non tech based).

## **Websites**

<https://www.redcross.ca/training-and-certification/first-aid-tips-and-resources/first-aid-app>

## **Contact**

Joanna Muise: Senior Advisor, First Aid Programme  
[joanna.muise@redcross.ca](mailto:joanna.muise@redcross.ca)

## 6. NETHERLANDS RED CROSS



### Blended first aid training at Netherlands RC

NLRC has been providing online blended first aid training since 2014 and have developed their own apps as part of their learning interventions. They have a range of digital products including elearning, video and apps. Blended learning is used for training both RC volunteers and the general public and they have two different apps for these groups.

NLRC did not adapt the GDPC app but developed their own app in 2015. They also have experience with blended learning that other NS can learn from. Their elearning platform is adapted from a proprietary learning management system [Net Dimensions](#). Elearning is articulated in the Vision of the NS as an enabler to achieve the learning goals of the NLRC. They have a digital service unit to provide elearning development for the NS.

#### INNOVATION

Developed their own first aid app which includes automatic prompts to practice and test first aid knowledge. The frequency of the prompt is contingent on the results of the last test. Now developing a new app with personalised tests based on previous achievement.

### The blended model

NLRC offer a series of blended courses at 4 levels - ranging from 2 hours online and 2 hours in the classroom for CPR COURSE AND AED to 14 hours online and 6 hours in the classroom for Advanced First Aid. Also a speed course online (not blended) in First Aid - 2 hours self-directed.

Trainees study online first and have to get 80% minimum test score to be eligible for classroom training. The first aid app is not currently integrated into the blended learning programme but are considering the use of the app for on-the-job training for volunteers. It is mainly used as a refresher and reference tool.

### NS motivation for blended learning

- A digital learning strategy is part of the Vision of the NS
- To provide for the learning needs of a wide range of learner profiles who require different training approaches
- Every learning goal requires a different approach
- Benefits of blended first aid training
- We sell more training programmes because it's cheaper and easier to follow
- More people come for training if it is flexible
- Costs are reduced because the face-to-face training is shorter and the trainer-time is reduced
- There are more opportunities for knowledge testing

## **Challenges in blended first aid training**

- Their elearning programme is very structured and there is not as much flexibility for learning as some people might want
- Not everyone can manage learning with technology – computers and phones
- Some people prefer to read printed learning materials
- Trainers do not have to use elearning and some trainers are resistant to technology integration – perhaps because it can impact on their income, but also because it requires them to change the way they carry out first aid training

## **Advice to NS considering apps and blended first aid training**

- Integrate a mechanism for retention of knowledge into the app
- Don't under-estimate the training some people need to be able to learn effectively using a phone
- There is a limit to what content you can include in elearning – a blended approach is better
- Make sure you do developmental testing – an effective method is to sit next to different users while they test the app and gather their impressions

## **Suggestions for GPC regarding app-based blended learning**

- Provide opportunities for NS involved in blended learning to share experiences and learn from each other
- Stimulate cooperation between RC National Societies – especially regionally

## **Websites**

<https://www.rodekruis.nl/>

<https://shop.rodekruis.nl/cursus-reanimatie-aed-online-klassikaal>

## **Contact**

Iris Lammers – Educational Developer

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## 7. NEW ZEALAND RED CROSS



### Blended first aid training at NZRC

New Zealand's [Health and Safety at Work Act \(2015\)](#) requires every New Zealand business to provide first aid. This requirement is the main driver for people to seek first aid training. There has been considerable migration from traditional training modes and take up of the blended learning option has exceeded the expectations of the NS in terms of numbers of participants and contribution to income. This has resulted in both efficiencies and overall business growth.

**INNOVATION**  
An enhanced communication channel between the NS and trainees

But it is early days and the proportion of blended learners compared to in-person training and app-based self-directed learners is small but growing. Promoting the First Aid App has become one of the key objectives of the NZRC with a target of 200,000 users. The NZRC Strategy 2020 notes that first aid training is a business and a source of revenue generation. Strategic objective 2 intends to '*Embrace technology as an integral part of all of our services*'.

### The blended model

NZRC has a flexible first aid training offering which includes:

- **Classroom** - all training in the classroom (12 hours)
- **Online** - pre-course learning online, reducing classroom session by four hours (8 hours)
- **App** - pre-course learning using the First Aid and Emergency App, reducing classroom session by four hours (8 hours)

The cost to participants is the same whichever option is chosen. All learning modes cover the national unit standards for first aid.

The online programme, on a [Kineo LMS platform](#), is licenced from the Australian RC on a pay per user basis. It is particularly popular for training the approximately 25% of learners who do not have a smartphone. This is also used for the pre-course blended learning.

### App-based blended learning

There are 14 badges in the app which learners must achieve before they can sign up for classroom based practical skills training. The badges need to be reviewed by an Instructor before the practical training which has been reduced by 50% to 4 hours.

### NS motivation for app-based blended learning

- To meet the needs of trainees
- To make first aid training more interesting and accessible
- To improve communication channels between the NS and trainees

## **Benefits of app-based blended first aid training**

- Blended learning has significantly helped to improve the learning outcomes of first aid training and is viewed by the NS as being more effective than other training methods
- The first aid app enables more frequent contact between the training team and learners
- The app provides good analytics to inform business and pedagogic decisions
- The same learning outcomes can be achieved with less instructor time – which results in approximately 25% cost savings and higher profit margin on first aid training
- The app provides real-time ability to inform and engage users of current health and first aid issues
- Learners are more likely to revalidate their First Aid certification with Red Cross in the future if flexible learning modes are available
- Learners can reduce the time away from the workplace whilst gaining their first aid certification – employers like this!

## **Challenges in app-based blended first aid training**

- Not all learners truly engage with the app based learning and come to the classroom session without the pre-course learning
- Because first aid training is designed to meet national standards additional functionality is needed to fulfil the requirements of the National Qualifications Authority

## **Advice to NS considering an app-based blended first aid training model**

- The app is loved by its users and is transforming our first aid business
- Our users share this lifesaving information with friends and family in a way we have not been able to achieve with traditional training
- We are able to promote our products and send information when needed. We did this for a recent Measles outbreak and for Psychosocial First Aid after the Christchurch terror attack.
- This has become one of Red Cross's most powerful tools of engagement outstripping many other channels.

## **Websites**

[www.redcross.org.nz/first-aid/first-aid-app/](http://www.redcross.org.nz/first-aid/first-aid-app/)

[www.redcross.org.nz/first-aid/book-course/app-comprehensive-first-aid/](http://www.redcross.org.nz/first-aid/book-course/app-comprehensive-first-aid/)

[www.redcross.org.nz/first-aid/book-course/app-essential-first-aid/](http://www.redcross.org.nz/first-aid/book-course/app-essential-first-aid/)

[www.redcross.org.nz/first-aid/book-course/app-first-aid-revalidation/](http://www.redcross.org.nz/first-aid/book-course/app-first-aid-revalidation/)

## **Contact**

Marcus Bird : National Product Manager

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# 8. SWISS RED CROSS



## Blended first aid training at Swiss RC

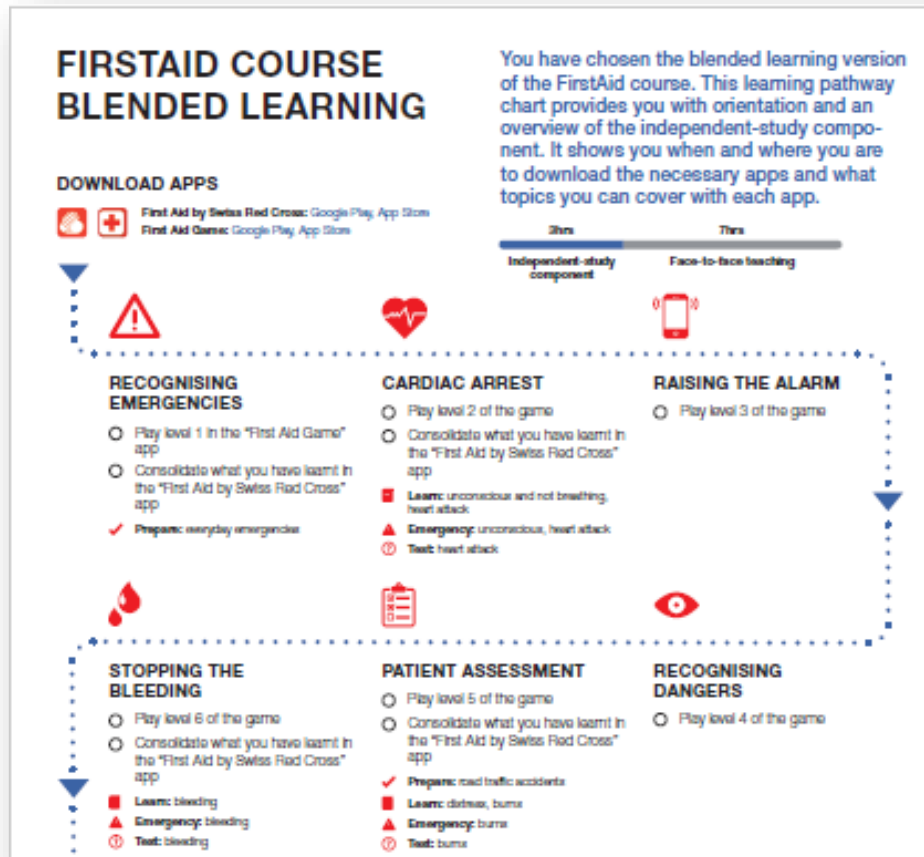
The Swiss RC has been offering blended first aid training since 2013 for their Emergency course which teaches first aid for dealing with a traffic accident. A first aid certificate is a legal requirement in Switzerland in order to obtain a driving licence so there are large numbers of people wanting to gain the qualification. SRC have developed their own mobile-based first aid game and integrated it into a learning pathway over 8 levels integrated with learning from the First Aid app.

**INNOVATION**  
 Developed a first aid game and integrated it into an 8 level learning pathway to be achieved using the First Aid app.

### The blended model

- 3 hours of theory learning using the Swiss RC first aid game and app
- successful completion of a test
- 7 hours face-to-face practical skills training

The 8 level learning pathway integrating the First Aid App is shown below.



## **Digital resources for instructors**

There is an online portal for first aid instructors where they can download training materials, workbooks, session plans and presentation slides. Some instructors integrate the use of the First Aid App in a blended approach – but not all.

## **NS motivation for app-based blended learning**

The main aim was to increase the number of people taking up first aid training with the SRC and to make it more interesting and appealing through the use of digital technology.

Also, the time of 10 hours first aid training is mandated by the Swiss government. Previously this had to be delivered over 2 days, now the face-to-face element is only 1 day, in addition to completion of the learning pathway through the app. This reduces the costs to the participants of travel and time plus reduced costs for the SRC of venue hire and instructor time.

## **Benefits of app-based blended first aid training**

- The content can be quality assured and is consistent
- More people access the training because it is flexible and fits into their lives
- Reduced costs of delivering training
- A comparative evaluation of blended and f-f training indicates that the blended option provides equivalent learning outcomes whilst attracting new learners and reducing costs for the SRC.

## **Challenges in app-based blended first aid training**

The main challenge has been to get the instructors to accept the blended model. There is some resistance to the participants having more control over their learning which they have when they learn from the app. Swiss RC recognizes they need to make more effort to train the instructors to be coaches or facilitators. Currently, instructors can choose whether or not they use the app/game for the blended training; many do not.

## **Advice to NS considering app-based blended first aid training**

- Start with a digital learning strategy for the NS
- Make sure instructors are brought on board at the beginning and plan for blended learning with their input

## **Websites**

[www.samariter.ch/de](http://www.samariter.ch/de)

[www.redcross.ch/de/rotkreuz-rettungsorganisationen/schweizerischer-samariterbund-ssb/sicher-helfen-mit-dem-erste-hilfe](http://www.redcross.ch/de/rotkreuz-rettungsorganisationen/schweizerischer-samariterbund-ssb/sicher-helfen-mit-dem-erste-hilfe)

[www.redcross.ch/de/rotkreuz-rettungsorganisationen/schweizerischer-samariterbund-ssb/mit-dem-enothelfer-in-einem-tag](http://www.redcross.ch/de/rotkreuz-rettungsorganisationen/schweizerischer-samariterbund-ssb/mit-dem-enothelfer-in-einem-tag)

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