



上海悦安急救培训中心项目  
Sinoaid (Shanghai) First Aid Training Center



THE SOCIAL ENTERPRISE MARK  
TRADING FOR PEOPLE AND PLANET

# 'Making a Mark'

## Mark Holder Social Impact Declaration

### First Aid China (Sinoaid)

**First Aid China**, a healthcare programme managed by Sinoaid Health Promotion Center), is Cardiac Science's only designated training organisation in mainland China. Sinoaid provides various kinds of services throughout China, focusing on safety, emergency, medical care and first-aid.

The sole mission of the First Aid China training programme is to provide comprehensive and integrated American Heart Association Certificate Courses in First Aid, CPR and AED Training. We also aim to educate and motivate people to live safer and healthier lives at home, work, school, or playing by reducing injuries, deaths, human suffering caused by preventable accidents.

The Social Enterprise Mark criteria includes a requirement for all applicants and renewing Mark Holders to answer a set of social impact questions, which illustrate how they are striving to meet their social/environmental objectives. Below are examples of how **First Aid China** is Making a Mark, striving to create a positive impact on people and planet.

### Training to enable safer and healthier lives

We provide a nationally accredited first-aid course. Since it was established in 2014, we have carried out more than 1,000 first-aid training sessions. Approximately 30,000 people in total have received this training.

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We also provide fire safety training. In the last three years, we have arranged more than 100 fire safety training sessions. Approximately 5,000 people have attended this training.

We have also developed a set of courses for the management of chronic and occupational diseases, including diabetes, hypertension, spinal column and vertebral disease, and heart disease. We have promoted these to 50 communities and more than 100 companies. Approximately 15,000 people attended these courses.

We have also designed the Health and Safety Network, an online application where individuals can register to be a safety volunteer and companies can join to build their own safety station. In an emergency, a person can use the application to search for the nearest volunteer/station and call for assistance.

## Example outcomes of key activities

Each year in China, 544 thousand people die because of sudden cardiac arrest, ranking it first in the world. The first-aid knowledge penetration rate is less than 1%. By disseminating our first aid course, accidental injuries in daily life are more easily dealt with due to peoples acquired first aid skills.

In addition, there is a lack of knowledge regarding fire management and safety. To address this, we provide a fire safety course for people to learn and master essential skills, which will be very useful when people encounter fire emergencies.



We developed a set of courses to address the high rate of chronic and occupational diseases in China. Most of these diseases can be prevented with improved health management knowledge in daily life, which our courses provide.

## Reinvesting profits to solve health and safety issues

We reinvest all profits into improving our services. Our aim is to increase profits in order to provide more health and safety training courses, and thus we can solve more health and safety issues.

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