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Media Release

St John Ambulance NT announces Alive in 5 campaign for World First Aid Day

You can do a lot in 5 minutes; press snooze, make lunch, grab a coffee – but did you know you can also save a life in 5 minutes?

St John Ambulance NT today launched their new first aid campaign, Alive in 5, in celebration of World First Aid Day on 10 September 2016.

The Alive in 5 campaign aims to raise awareness of the importance of first aid and how in as little as 5 minutes, a life can be saved if you have the right first aid skills.

Ross Coburn, St John Ambulance NT CEO, says: “Alive in 5 is a new initiative for St John Ambulance NT which focuses on how critical 5 minutes can be in a survival situation, especially with the lead into the Australian summer and cyclone season.

“People can do a lot in 5 minutes; grab a coffee, phone a friend, check emails - but in a survival situation, 5 minutes can make all the difference in whether someone lives or dies,” Mr Coburn said.

“Living in the Northern Territory means plenty of outdoor activities which can result in injuries like snake bites or broken bones which is why the more prepared you are, the better your chances of surviving or helping someone in need.”

Mr Coburn says this is why St John Ambulance NT is offering Territorians 25% off selected first aid courses if they sign up between now and 10th September 2016.

“By being first aid ready you can help minimise injuries and save lives in everyday crisis situations so we urge Australians to take a moment on World First Aid Day and sign up to a St John Ambulance First Aid course,” Mr Coburn said.

St John Ambulance Australia is a self-funded charitable organisation and not for profit with all funds raised going to support the work of our volunteers at cultural, sporting and community events across the Northern Territory.

Alive in 5 is a St John Ambulance Australia initiative which will see an exciting calendar of first aid awareness activities take place around Australia in the coming months.

World First Aid Day is a global initiative founded in 2000 which aims at raising awareness of how first aid can prevent injuries and save lives, as well as promoting the accessibility of first aid.

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