

# The British Red Cross Recruits Commando Dad to Spread the Word about its First Aid Courses for Parents

Submitted by: Commando Dad

Thursday, 25 October 2012

---

As the British Red Cross launches its first UK-wide first aid campaign for parents, Neil Sinclair urges dads to step up to the First Aid Challenge

The British Red Cross has recruited Commando Dad author Neil Sinclair to help spread the word to dads about its First Aid Challenge campaign. The aim of the Challenge is to get thousands of parents across the UK to not only learn first aid skills but also feel confident enough to use them.

Neil Sinclair wrote Commando Dad, a bestselling book for new dads (<http://www.commandodad.com/>), in which he urges dads to take a first aid course to improve skills and confidence. He said: "Taking a first aid course was one of the best things I ever did. It made me realise how little I knew, and how lucky I was never to have been in a situation where I needed that knowledge. Following the course my confidence soared and I would urge every dad to step up to the First Aid Challenge and take a course. If you're going to make an important decision today, let this be it."

Signing up to the First Aid Challenge

(<http://www.redcross.org.uk/What-we-do/First-aid/First-aid-campaigns/First-aid-challenge>) is completely free and you will receive £5 off a first aid for baby and child course, gain access to information, videos and emergency advice on how to deal with day-to-day mishaps confidently. To find a course near you, go to the Red Cross website (<http://www.redcross.org.uk>). Parents will also find a downloadable letter to send to head teachers, encouraging schools to teach first aid in the classroom.

Joe Mulligan, British Red Cross head of first aid education, commented: "We know that the majority of parents want to learn first aid, but may not get round to it for all sorts of reasons. We're asking parents to set themselves this challenge: learn something, no matter how much time you have. Even 15 minutes is enough to learn something that could make all the difference in an emergency."

The First Aid Challenge campaign was devised after a survey revealed\* that while 96% of respondents agreed that all parents should have some first aid knowledge, two thirds didn't feel confident, or worried that they would do something wrong in an emergency situation. The First Aid Challenge will officially launch at the Baby Show Earls Court (26-28 October), where free training sessions will be taking place every hour.

ENDS

\*Survey of 2000 parents undertaken by Bounty's Word of Mum™ panel.

For further information on Commando Dad contact:

[tara@commandodad.com](mailto:tara@commandodad.com)/ 07968 514 802

For further information on the First Aid Challenge, contact Azaria PR on:

[Amy.lewis@azariapr.co.uk](mailto:Amy.lewis@azariapr.co.uk) / 01604 217 002

#### About Commando Dad

Neil Sinclair is author of Commando Dad: Basic Training, a manual for new dads. The book is supported by a website featuring resources, 'how to' videos and forums for dads. [www.commandodad.com](http://www.commandodad.com).

#### About The British Red Cross

The British Red Cross helps people in crisis, whoever and wherever they are. They are part of a global voluntary network, responding to conflicts, natural disasters and individual emergencies. They enable vulnerable people in the UK and abroad to prepare for and withstand emergencies in their own communities. And when the crisis is over, help them to recover and move on with their lives. [www.redcross.org.uk](http://www.redcross.org.uk)