



Hong Kong Red Cross
Health & Care Service Department

Survey on Public Knowledge and Attitude on
First Aid

Executive Summary

10th September 2011

A survey on “Public Knowledge and Attitude on First Aid” was conducted by Hong Kong Red Cross (HKRC) in June 2011. The survey was conducted from 3rd to 13th June 2011 with assistance from Hong Kong Baptist University’s Centre for the Advancement of Social Research for data collection. Computer aided random sampling was used to select telephone numbers. A total of 1,003 telephone interviews were successfully conducted with the public aged 16 or above. The interview was led by structured questionnaire which included the demographic data of the respondents, 10 multiple choice questions related to common first aid situations and the agreement level towards 5 statements describing attitude on first aid.

Within the 1,003 respondents, 61% were female and 39% were male. Different age groups were covered in this survey, over 65% of the respondents aged 41 to 61 or above. Less than 30% of the respondents have learned first aid and among which only 35% learned first aid in the past 5 years. More than 80% of the respondents have completed secondary education or above. More than 40% of the respondents were working population and the rest were students, housewives and retired persons. The living districts of the respondents were evenly distributed. Respondents were mainly from low to middle income group (monthly income at HK\$10,000 or below, or from HK\$10,001 – HK\$30,000).

The survey findings indicated that more than half of the respondents knew the management of heat stroke (92.6%), nose bleeding (86.3%), foreign body in eye (82.6%), sprain (64.1%) and snake bite (58.8%). However, less than half of the respondents could correctly answer the proper management of bleeding (48.5%), scald (44%), choking (26.2%), poisoning (24.6%) and jellyfish sting (9.5%).

The attitude on first aid was measured by using a 1 to 5 rating scale on the agreement level towards 5 statements relating to first aid. Over 90% (91-97%) of the respondents agreed “It is crucial to learn first aid knowledge in daily life”, “Public education of first aid is essential” and “If I have adequate first aid knowledge and skills, I will perform first aid to the people in need”; 55% of the respondents opined that “It is the responsibility of a medical professional to save life and perform first aid” and 36% of the respondents felt that “Learning first aid is very difficult and complicated”.

Independent sample t-test tests and ANOVA tests were conducted to find out if there is any significant difference in the mean marks or mean agreement level between different sub-groups of demographic information. It was found that respondents who studied first aid have higher marks in the knowledge session than those who did not study first aid. They also tended to agree learning first aid is essential. For those who did not study first aid thought that learning first aid was not necessary and difficult. On the other hand, respondents who learned first aid recently gained higher marks in the knowledge session, showing that they had better understanding on first aid management. Respondents with higher education level and income attained more correct answers of first aid knowledge. Their attitudes on first aid were also more positive.

Conclusion:

1. Public knowledge on first aid was inadequate and fallacious – It was found that respondents could only answer 5 questions correctly out of 10 questions in average; while less than half of the respondents were able to indicate the correct first aid procedures to handle such common accidents like injured by a jellyfish (9.5%), choking (26.6%) and scalds (44%).

The findings also indicated that many people are using first aid procedures without basis on scientific evidence. Over 15% of the respondents (16.3%) thought to give vinegar for choking patients; near half of the respondents (47%) would apply topical cream or other fallacious means like soy sauce (4.7%) on scalded wound.

2. Public's attitudes were positive, but inactive, to learn first aid – over 90% of the respondents agreed that it was crucial to learn first aid knowledge in daily life; public education of first aid was essential; and would offer first aid to people in need if they possessed adequate first aid knowledge and skills.

However, there were also over half of the respondent (55%) responded that it was the responsibility of medical professionals to save life and perform first aid; and 36% of the respondents felt that learning first aid might be difficult and complicated.

The results reflected that there was limited understanding on first aid knowledge by majority of the public, many first aid practices were parroting what other people said. The fallacious first aid measures not only helped little in healing patients, but even endangering their life. Hence, acquiring proper first aid knowledge and skills is essential.

The survey has revealed that Hong Kong people recognized the importance of first aid, indicating the need of learning first aid, and their willingness to offer help to those in need. Though positive in learning and practising first aid, it is still passive in execution which promoting and encouraging public to participate are essential.

Based on the survey findings, the HKRC advocates first aid education for everyone, aiming to equip people with proper first aid knowledge. HKRC suggests schools to include first aid knowledge as compulsory module in the Liberal Studies curriculum to let students learn first aid from self-help to saving others progressively. Most of the first aid techniques used in the past were derived from medical inferences, for continuous enhancement and effectiveness in such life-saving actions we should encourage more scientific evidence-based approaches in first aid practices.

Chart 1: Distribution of Gender (n¹=1,003)

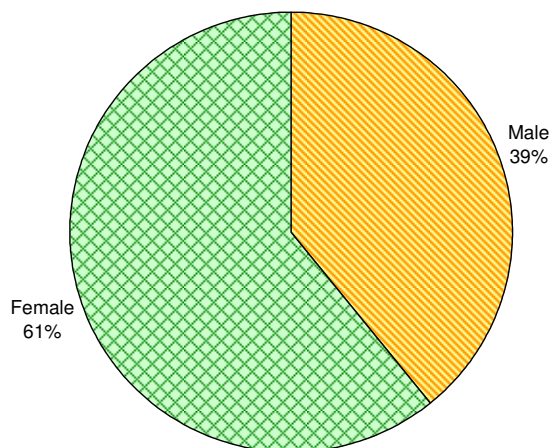
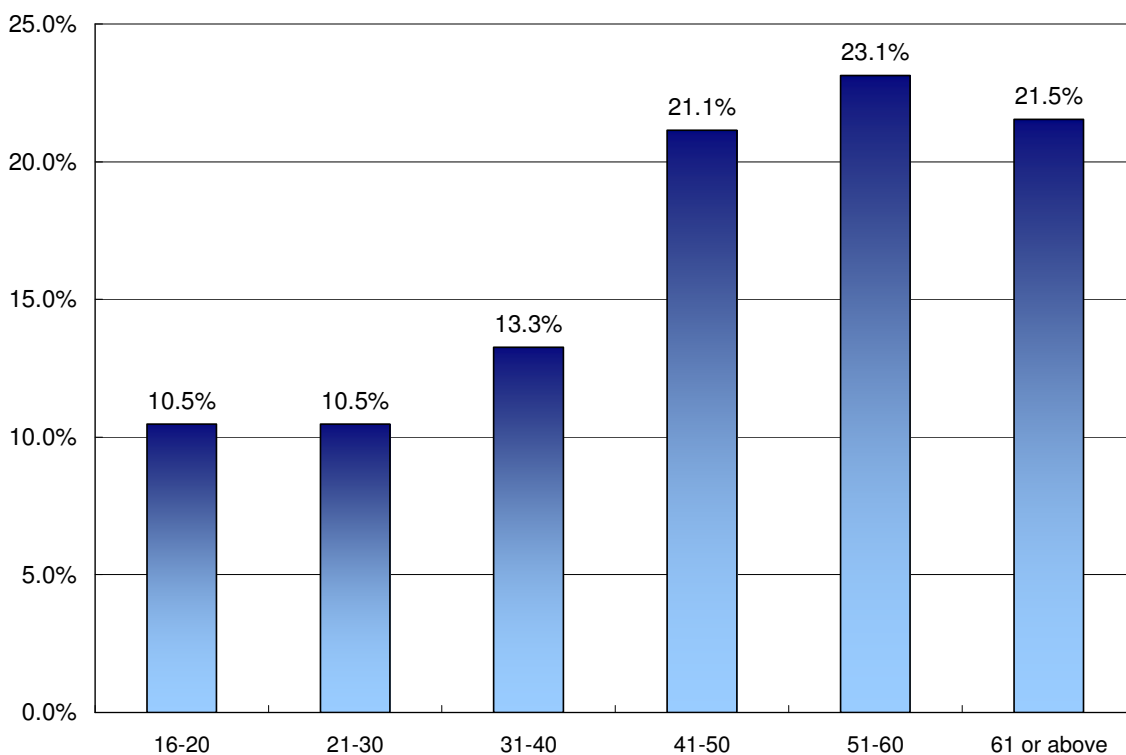


Chart 2: Distribution of Age (n=1,003)



¹ n represents total number of respondents used for analysis in the question

Chart 3: Incidence of learning first aid (n=1,003)

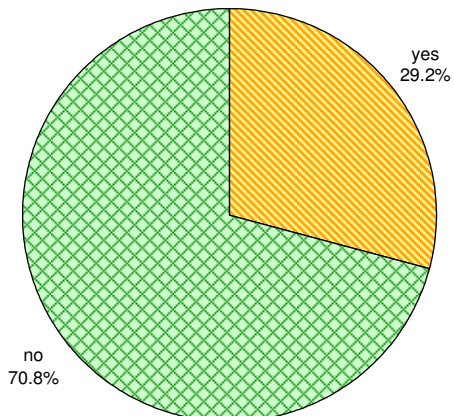


Table 1: Number of years after studying first aid (n=289)

	n	%
5 years or below	102	35.3%
6-10 years	47	16.3%
11-20 years	53	18.3%
21-30 years	38	13.1%
31 years or above	49	17.0%
Total	289	100.0%

Chart 4: Distribution of Education level (n=1,003)

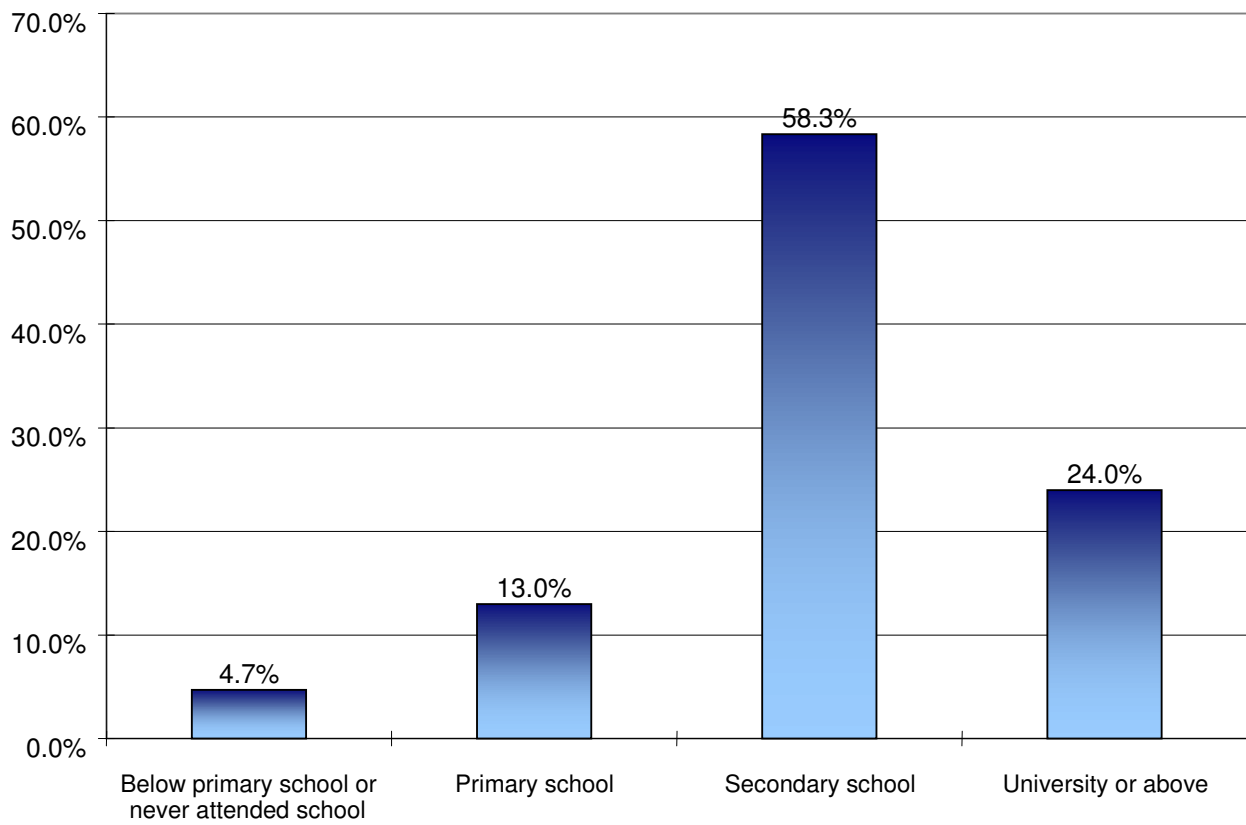


Chart 5: Distribution of Occupation (n=1,000)

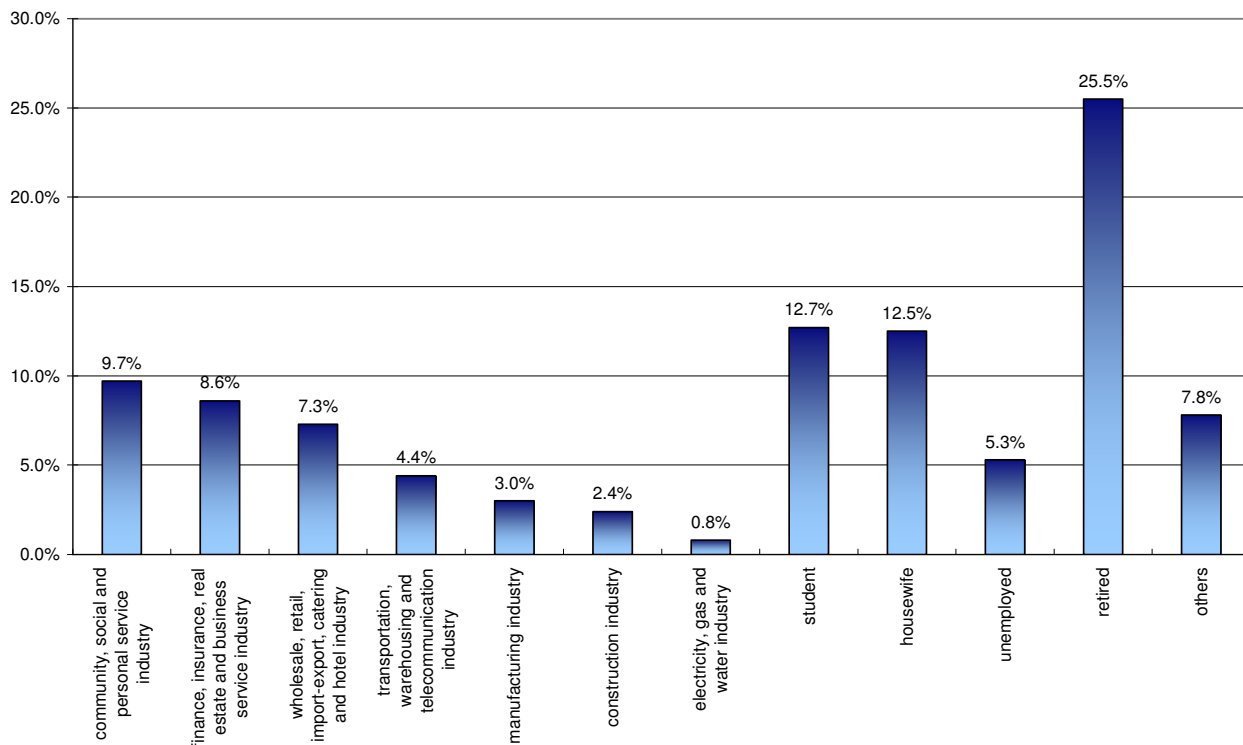


Chart 6: Distribution of Living district (n=1,003)

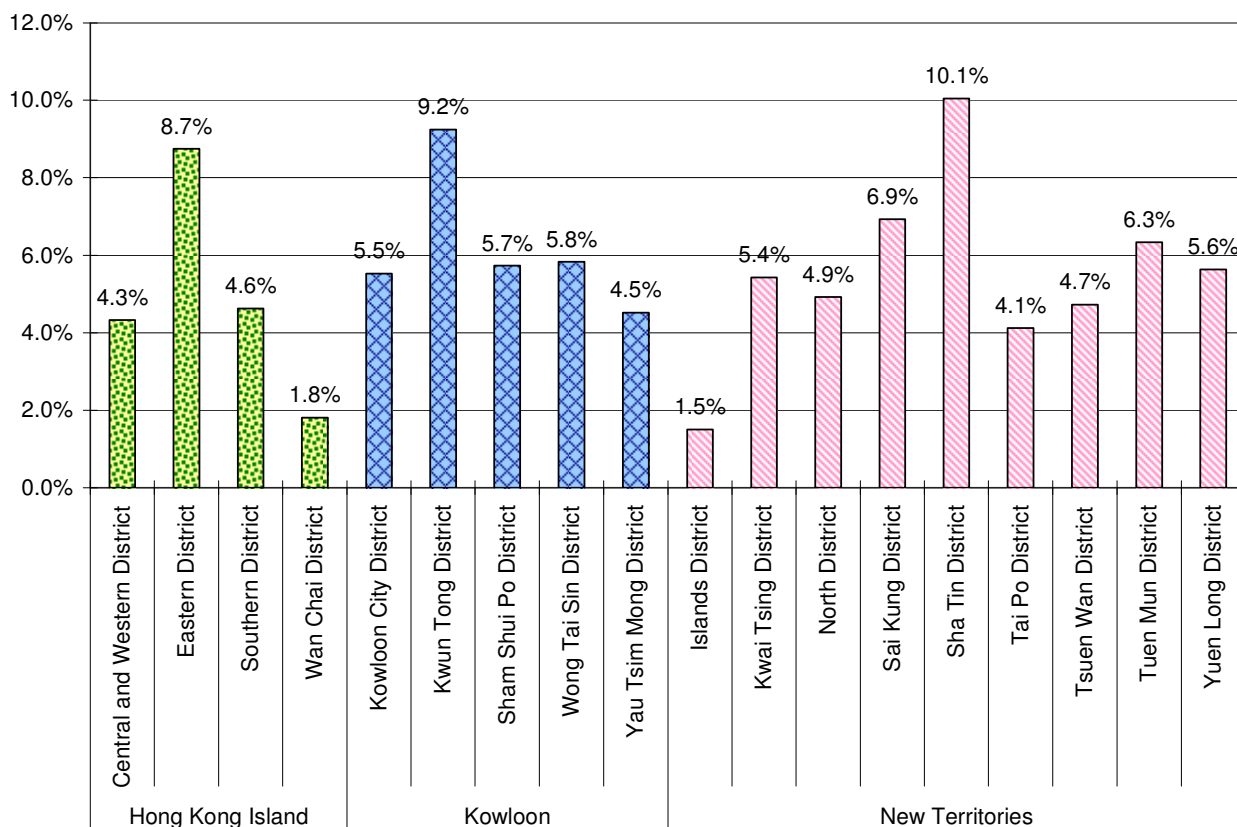


Chart 7: Distribution of Monthly income (n=1,003)

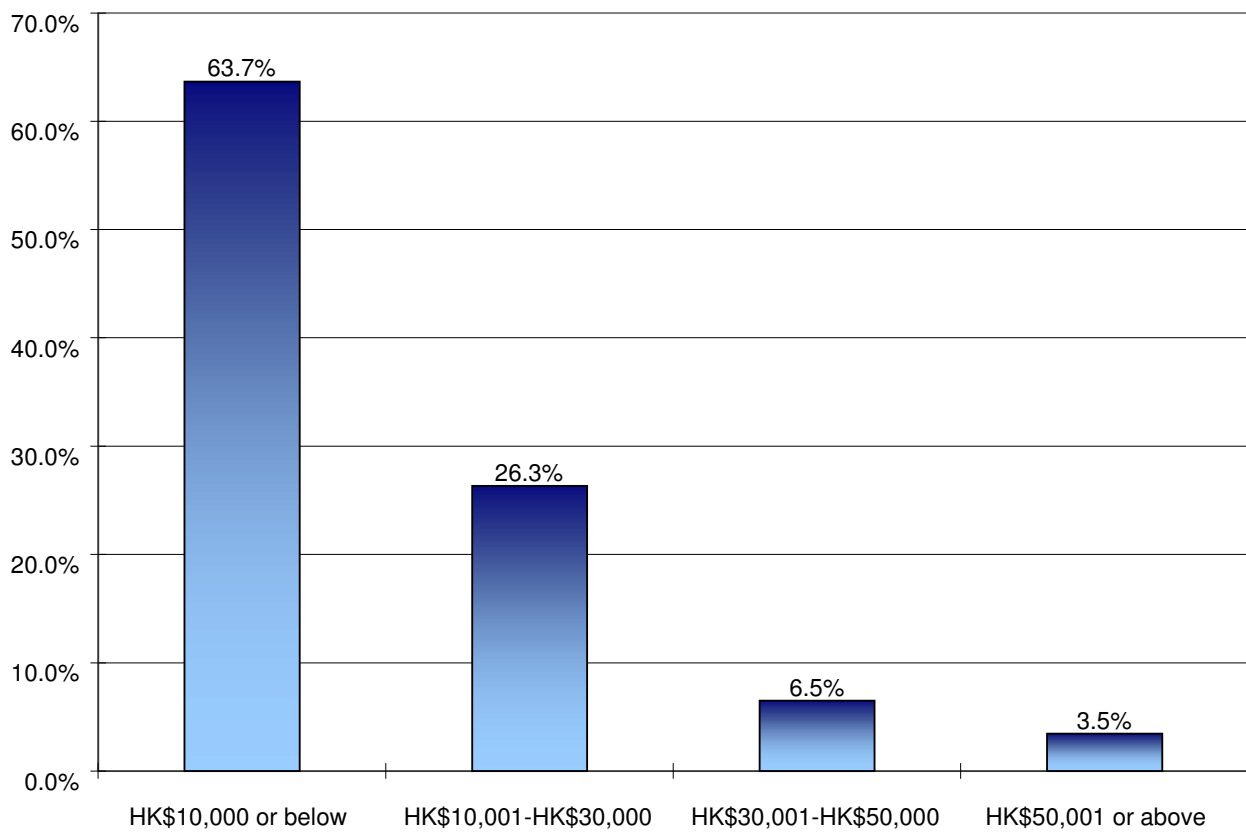


Chart 8: What will you do if there is foreign body (e.g. sand) in your eye? (n=995)

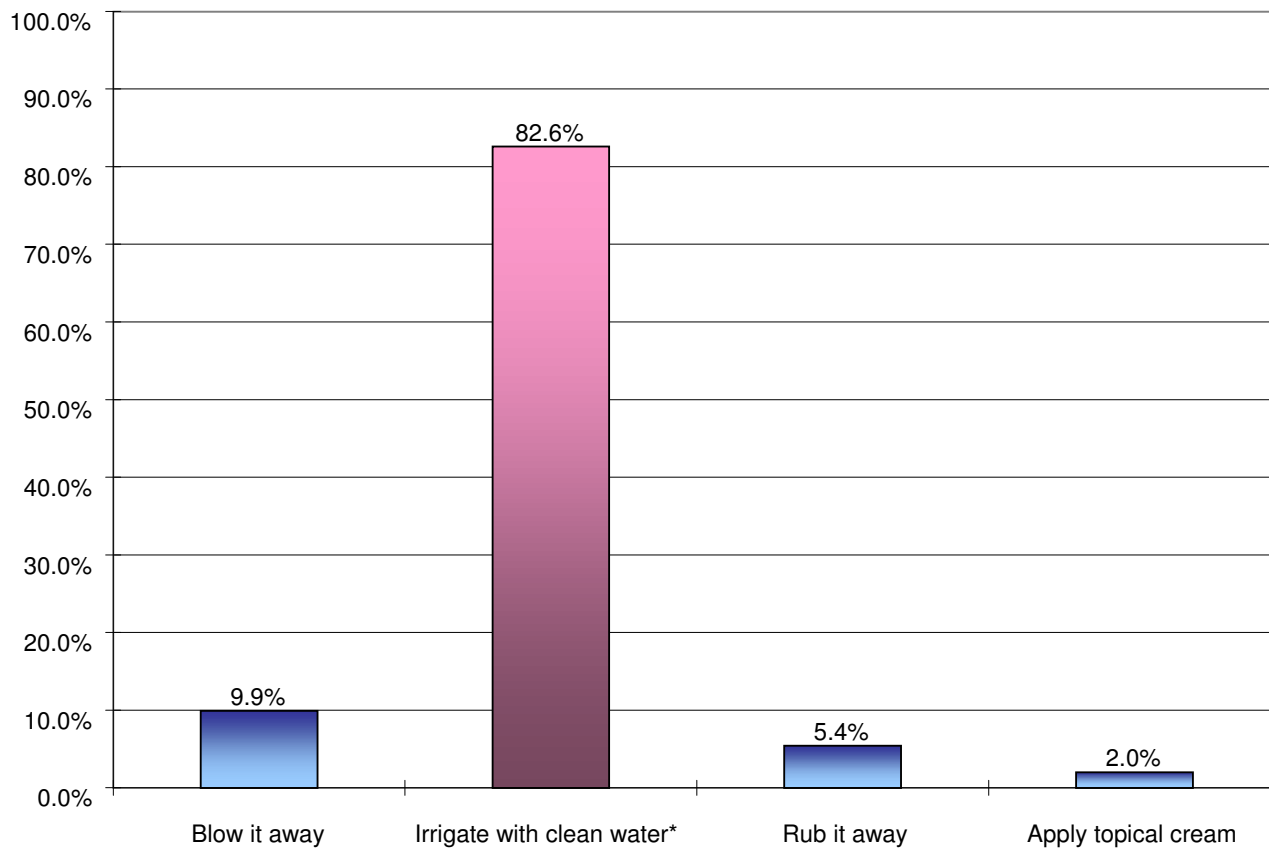


Chart 9: What will you do if you are injured by a jellyfish? (n=995)

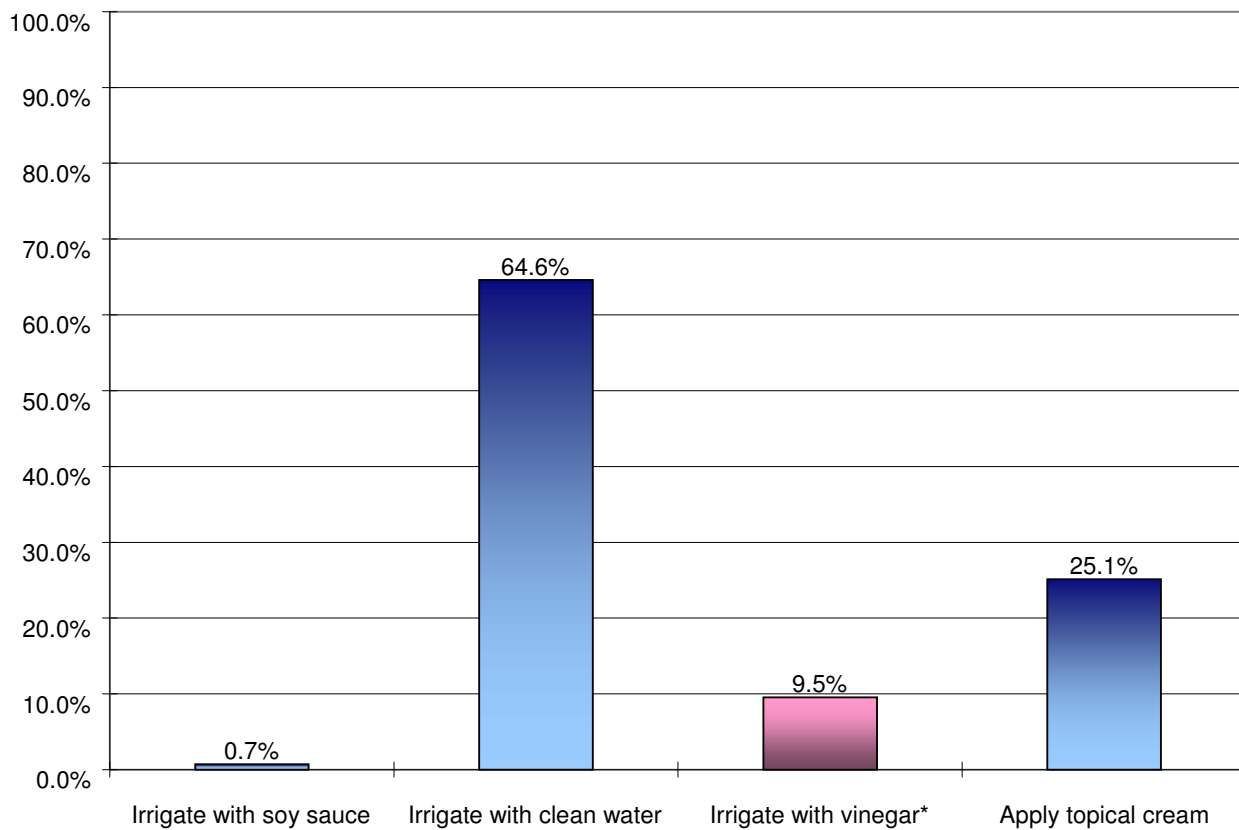


Chart 10: What will you do if you are bite by a snake? (n=995)

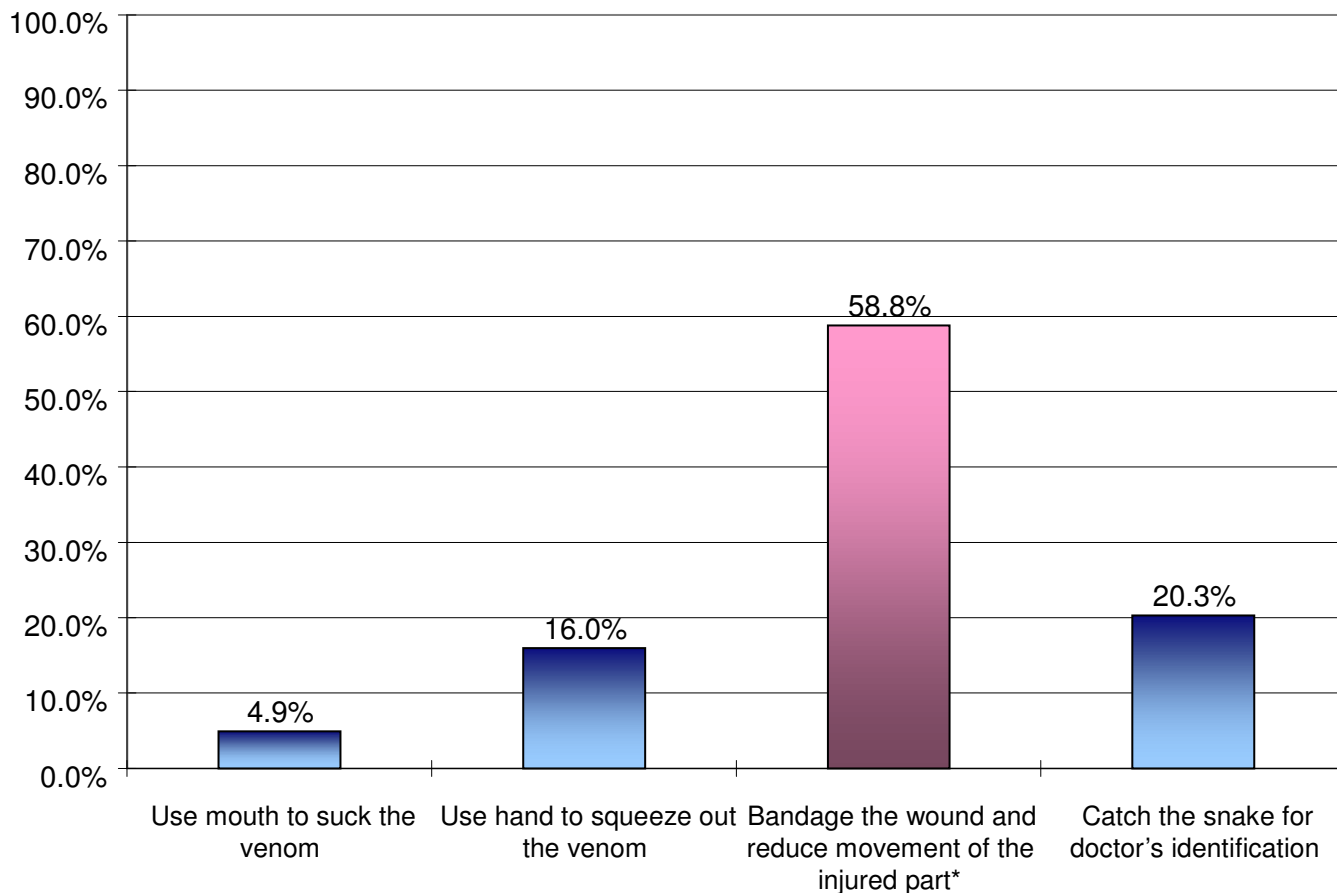


Chart 11: What will you do if you are scalded and a blister is formed? (n=985)

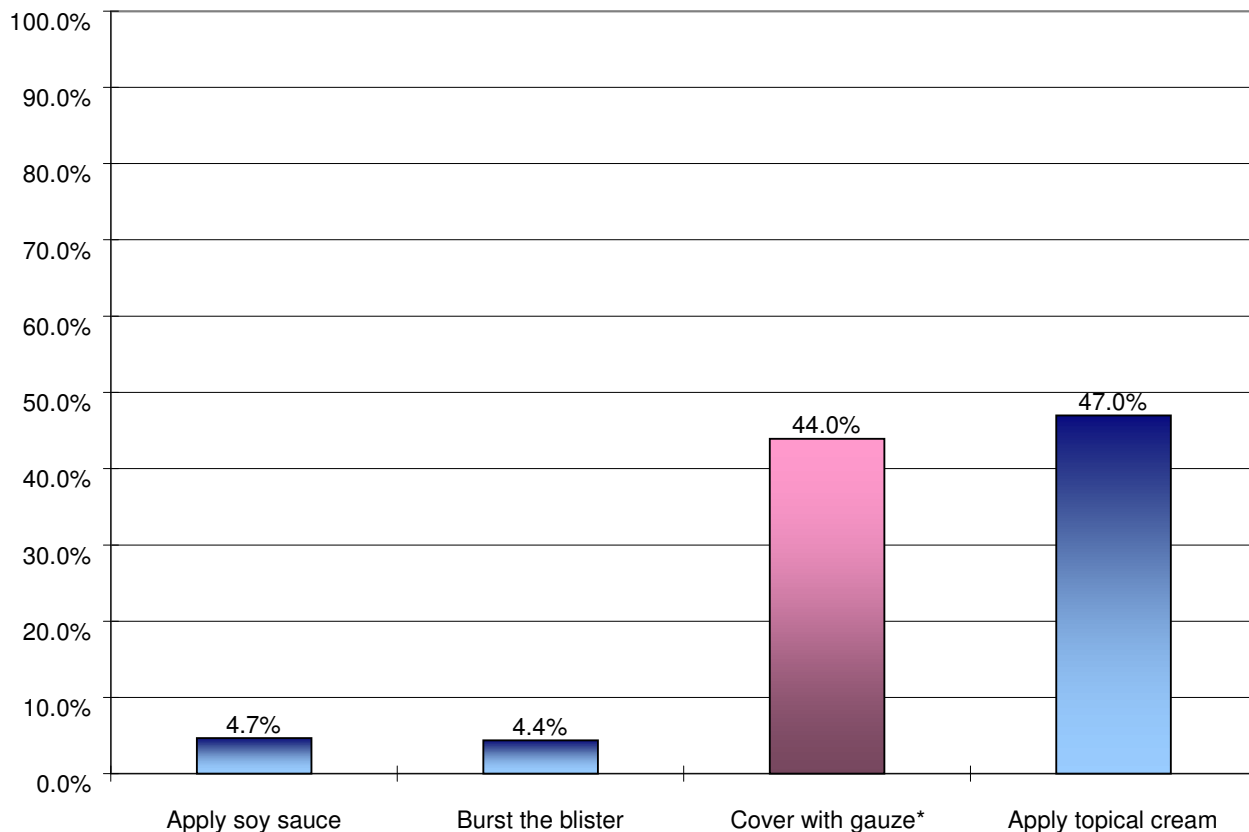


Chart 12: What will you do to stop bleeding if your finger is cut by a knife? (n=996)

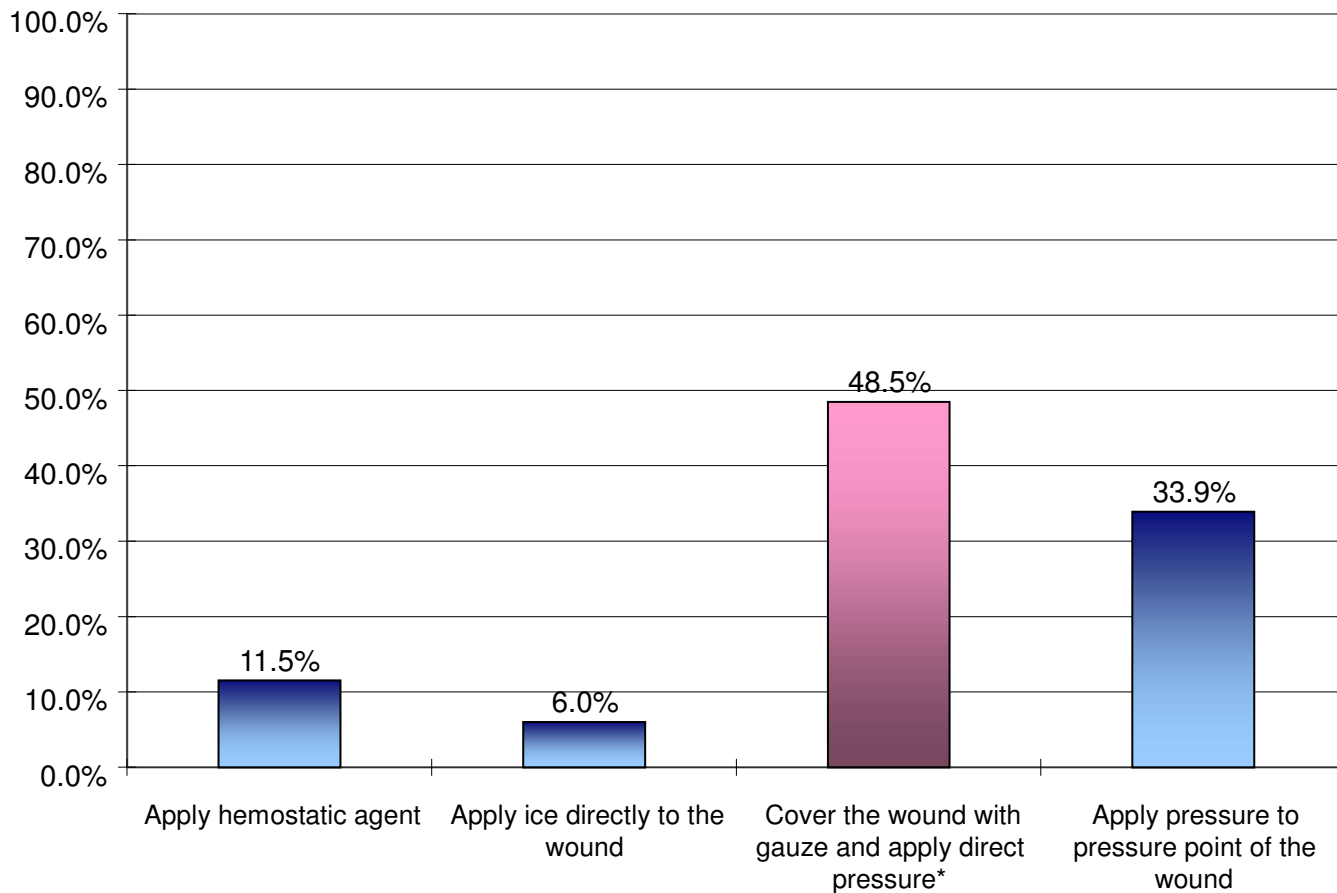


Chart 13: What will you do to stop nose bleeding? (n=984)

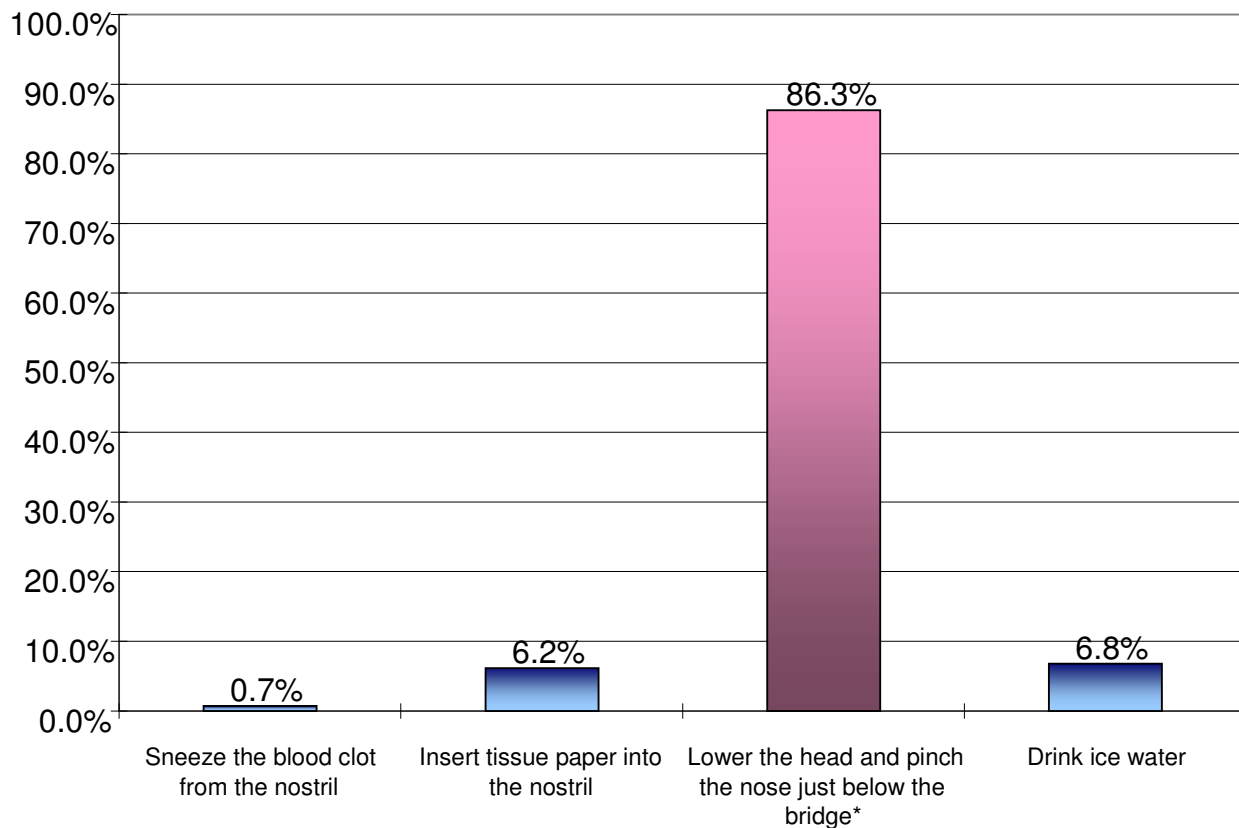


Chart 14: What will you do if you witnessed a person drink caustic agent? (n=991)

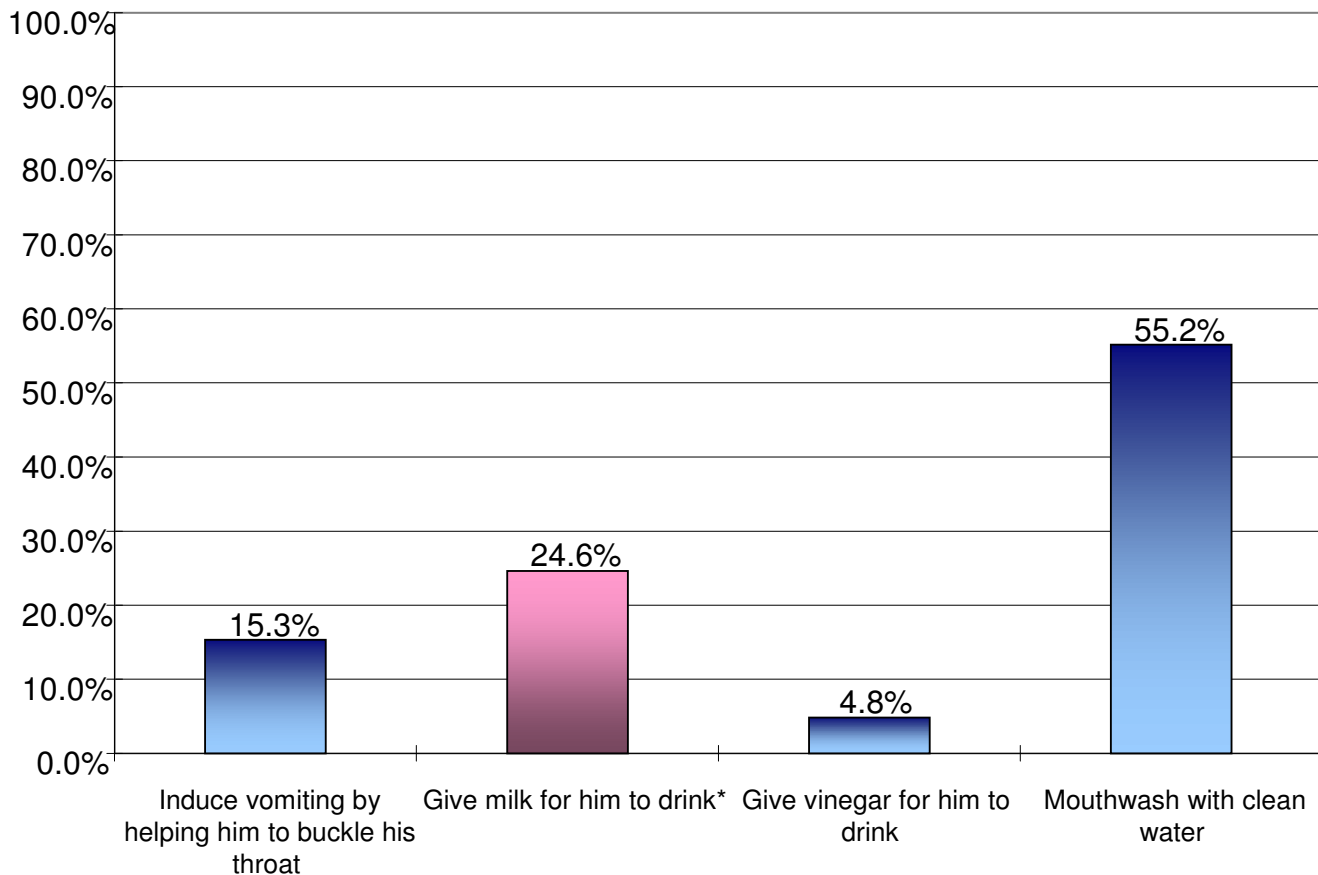


Chart 15: What will you do if you find a conscious but flushing and sweating victim under burning sun? (n=978)

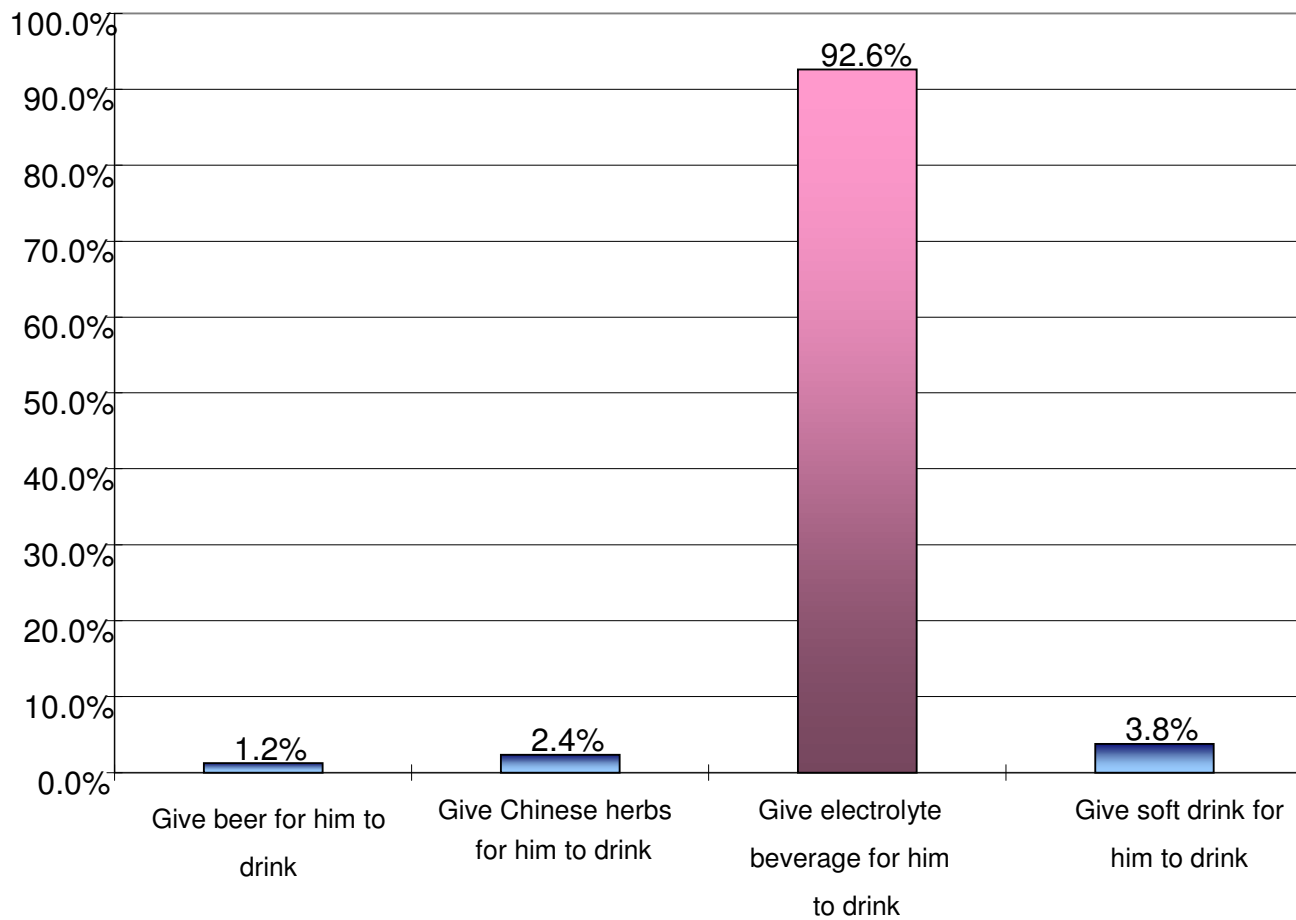


Chart 16: What will you do if someone suffered from choking while eating? (n=984)

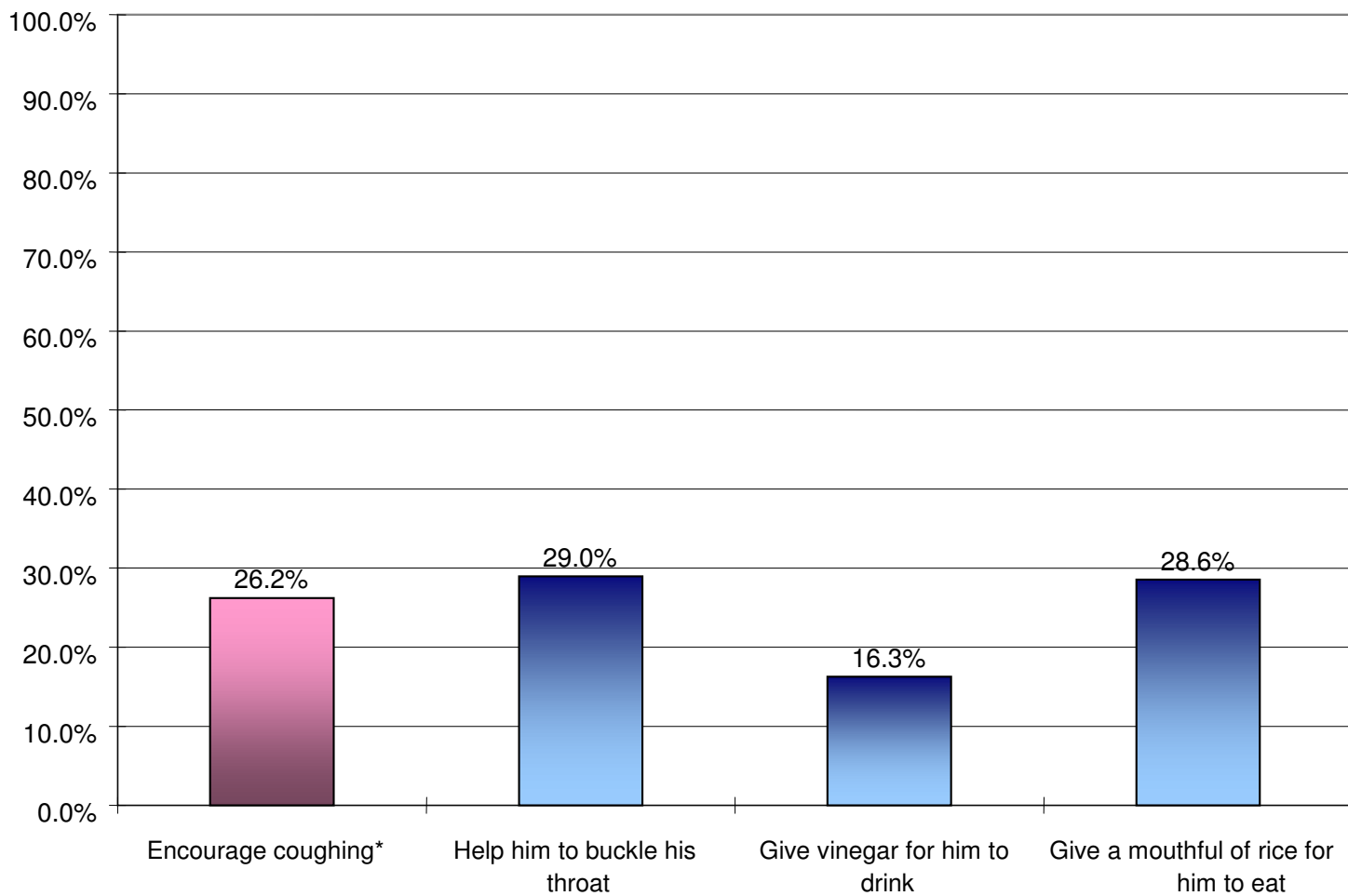


Chart 17: What will you do if you sprained your ankle? (n=992)

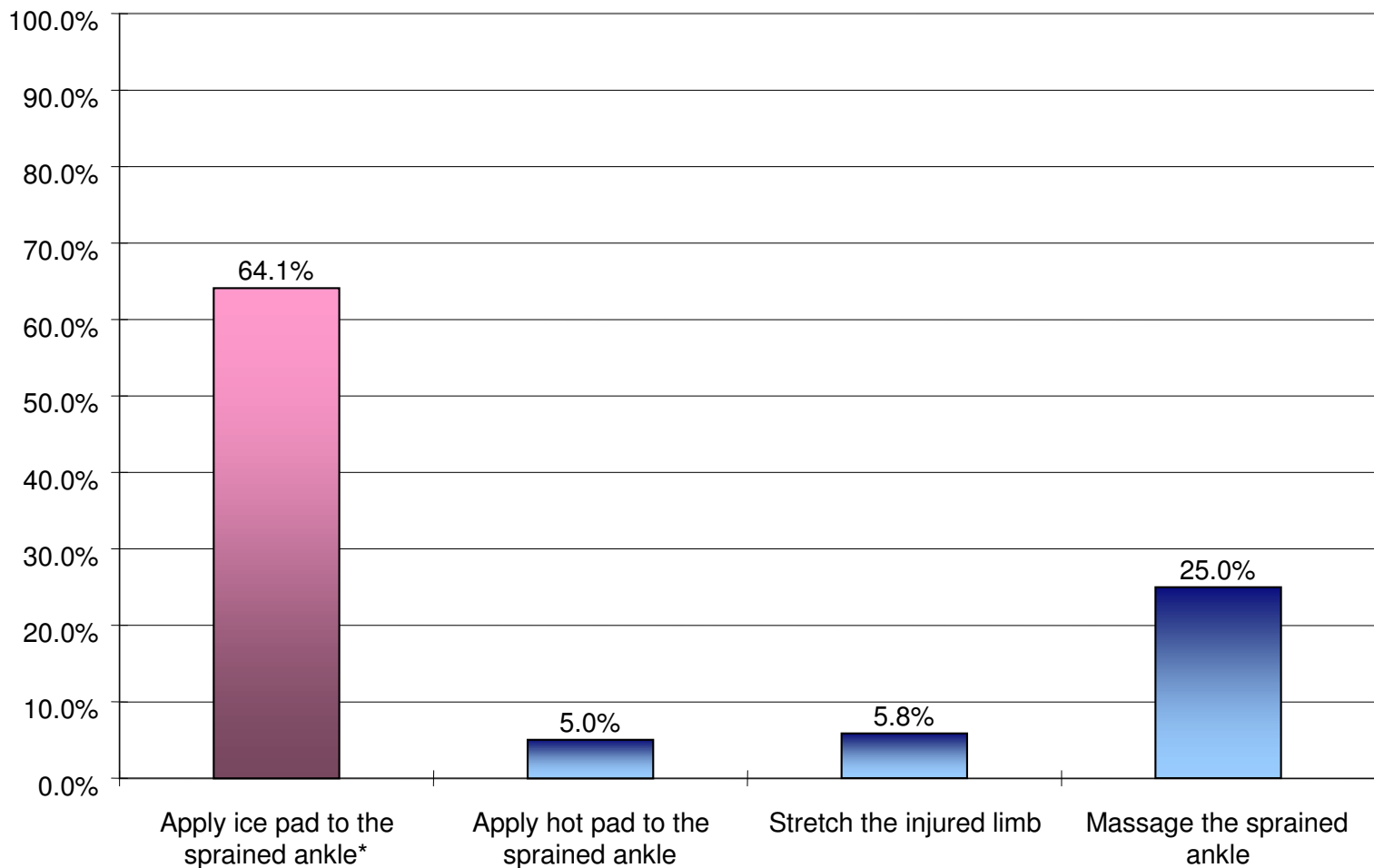


Table 2: Percentage of respondents answered correctly

No. of questions answered correctly	No. of respondents	Percentage of respondents
1	9	0.9%
2	45	4.5%
3	99	9.9%
4	158	15.8%
5	236	23.5%
6	202	20.1%
7	160	16.0%
8	76	7.6%
9	17	1.7%
10	1	0.1%
Total	1,003	100.0%

Chart 18: Attitude towards first aid

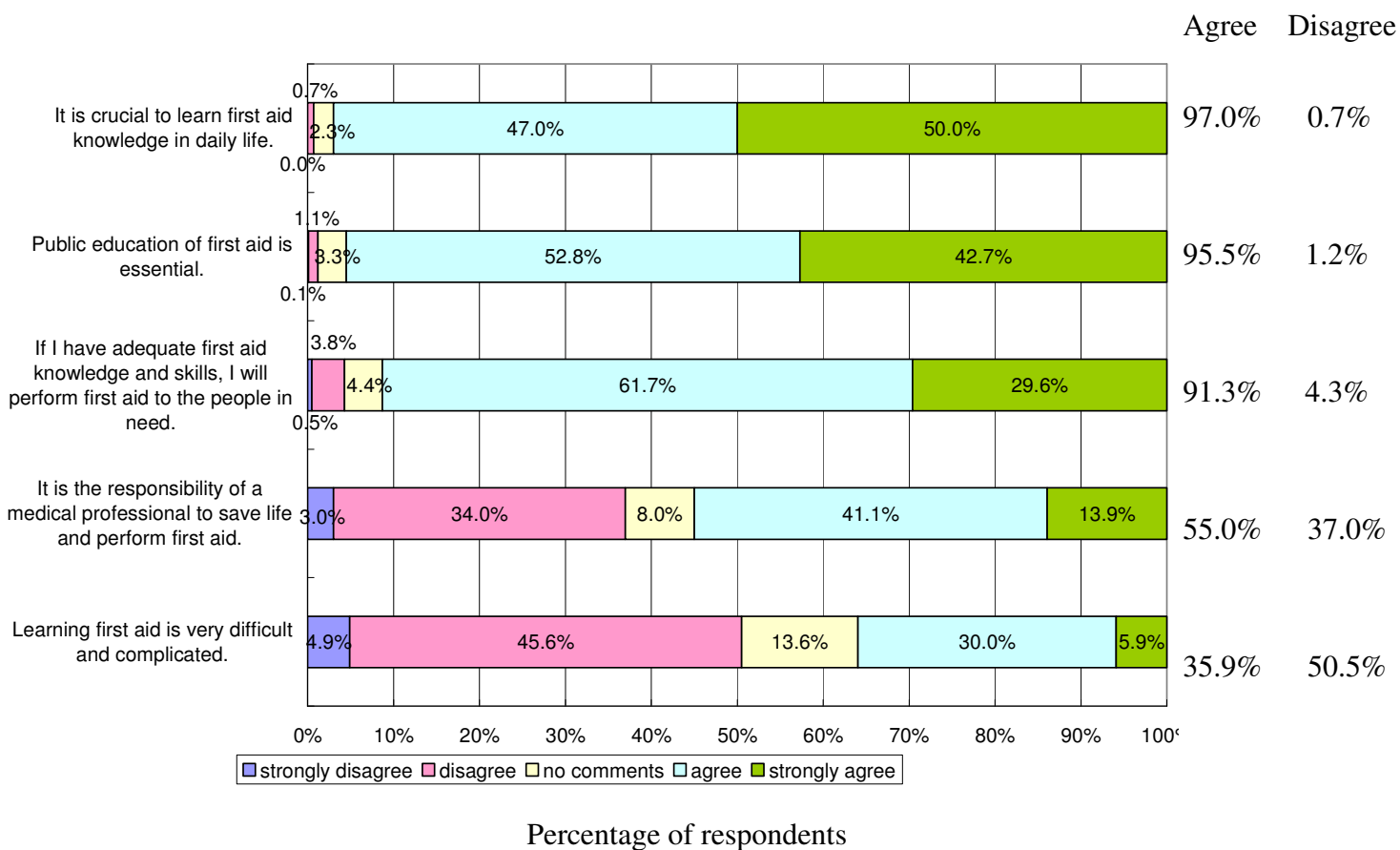


Table 3: Attitude towards first aid in three aspects

First aid statements	n	Mean
<u>Importance of first aid knowledge</u>		<u>4.42</u>
◆ It is crucial to learn first aid knowledge in daily life.	1002	4.46
◆ Public education of first aid is essential.	1002	4.37
<u>Responsibility to perform first aid</u>		<u>3.44</u>
◆ If I have adequate first aid knowledge and skills, I will perform first aid to the people in need.	1000	4.16
◆ It is the responsibility of a medical professional to save life and perform first aid.*	1000	2.71
<u>First aid learning</u>		
◆ Learning first aid is very difficult and complicated.*	1002	<u>3.14</u>

* The scores of the statements are reversed.

Chart 19: Incidence of studied first aid vs mean marks of the first aid knowledge session

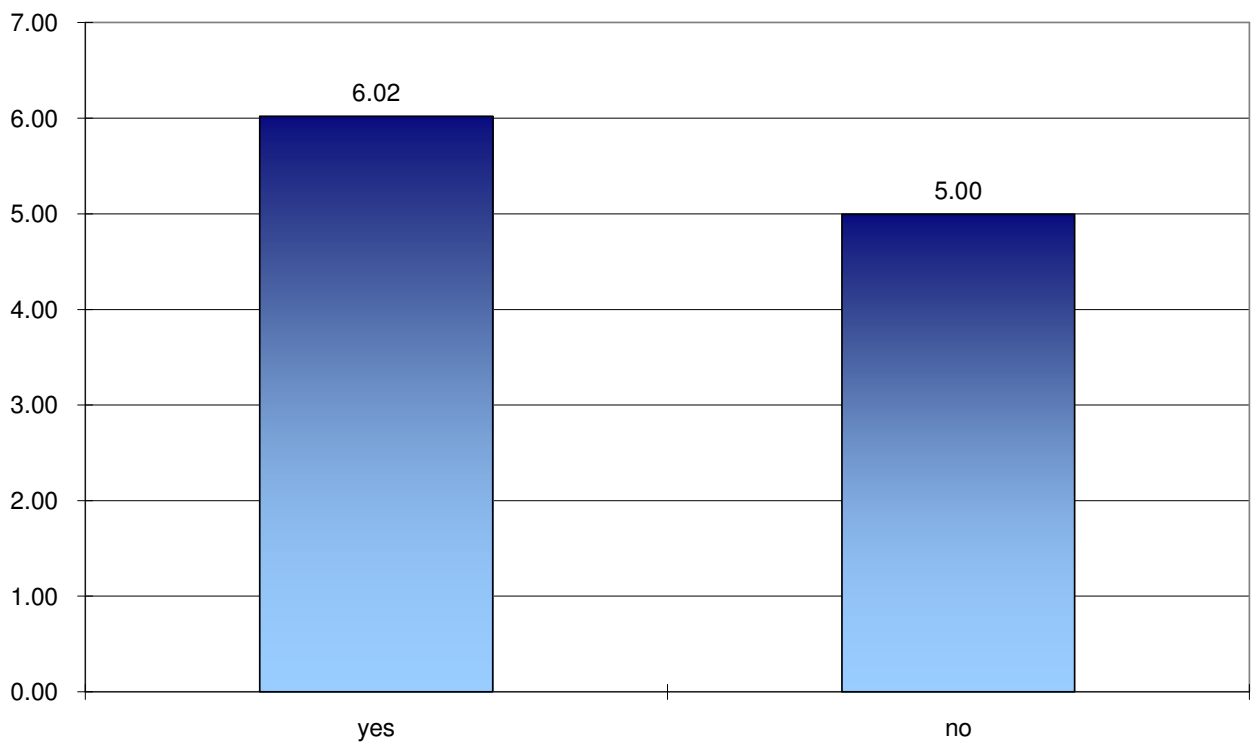
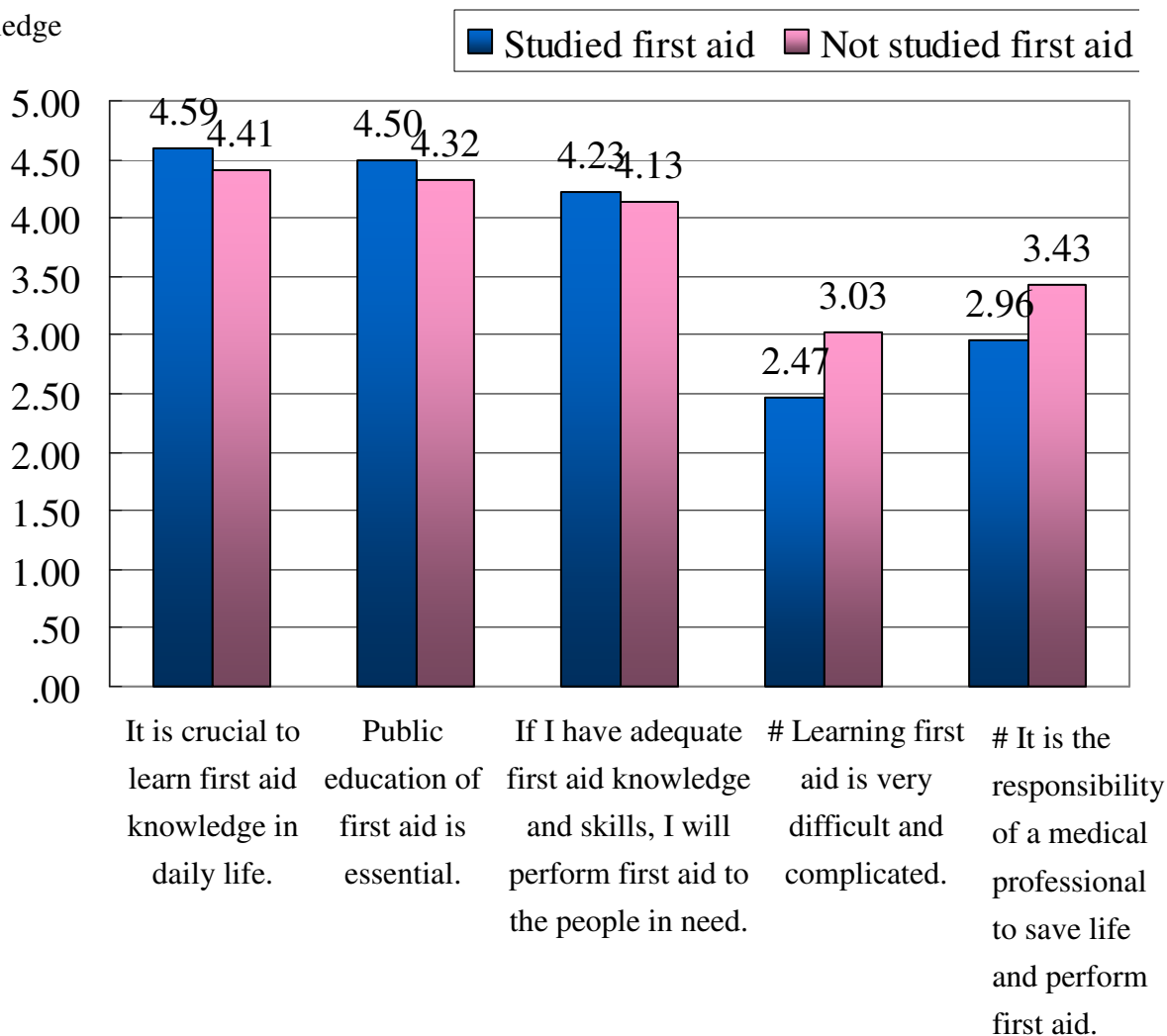


Chart 20: Incidence of studied first aid vs mean agreement level of the attitude session

Mean marks of first aid knowledge



Results of t-tests	t	df	p
It is crucial to learn first aid knowledge in daily life.	4.578	600.460	.000
Public education of first aid is essential.	4.314	1000	.000
If I have adequate first aid knowledge and skills, I will perform first aid to the people in need.	1.946	998	.052
Learning first aid is very difficult and complicated.	-7.808	577.960	.000
It is the responsibility of a medical professional to save life and perform first aid.	-5.952	998	.000

The scores of the statements are reversed.

Chart 21: Number of years in learning first aid vs mean marks of the first aid knowledge session

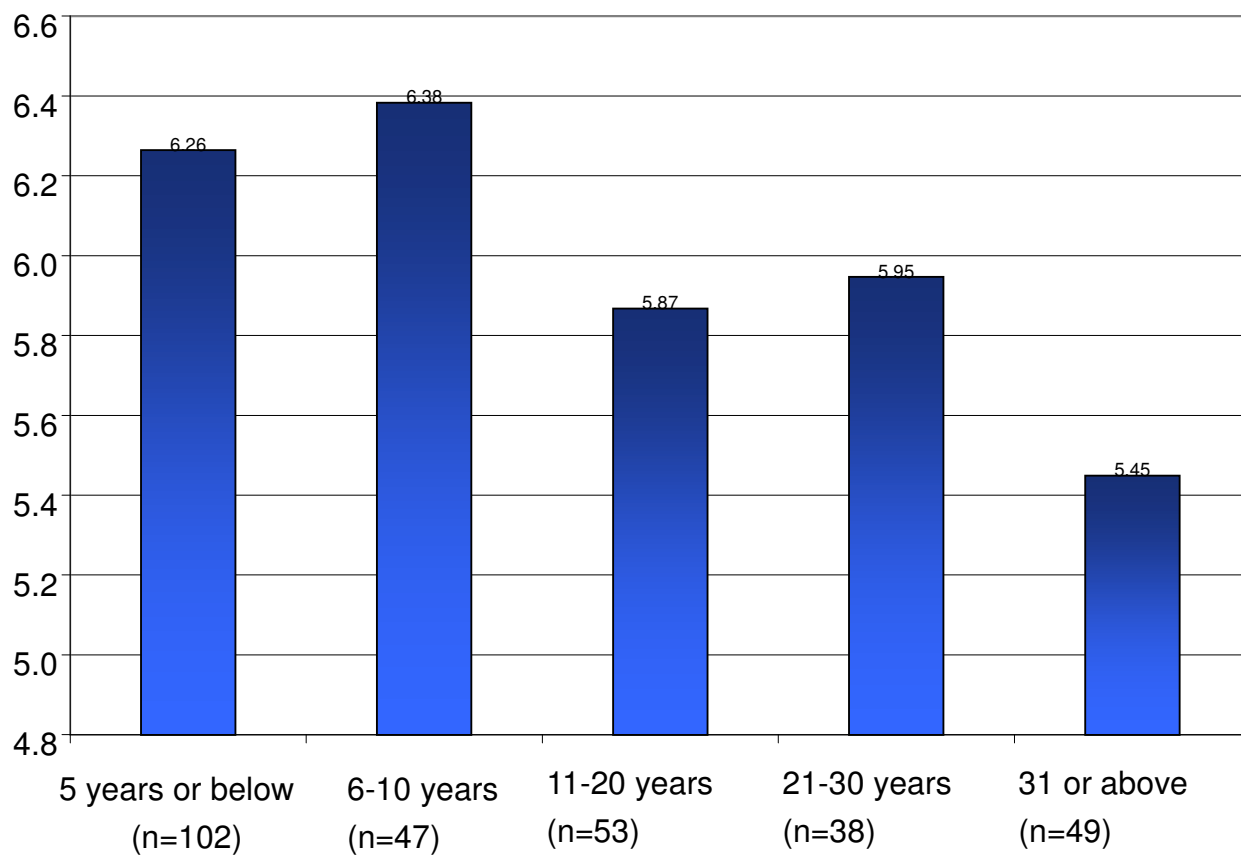


Chart 22: Education level vs mean marks of the first aid knowledge session

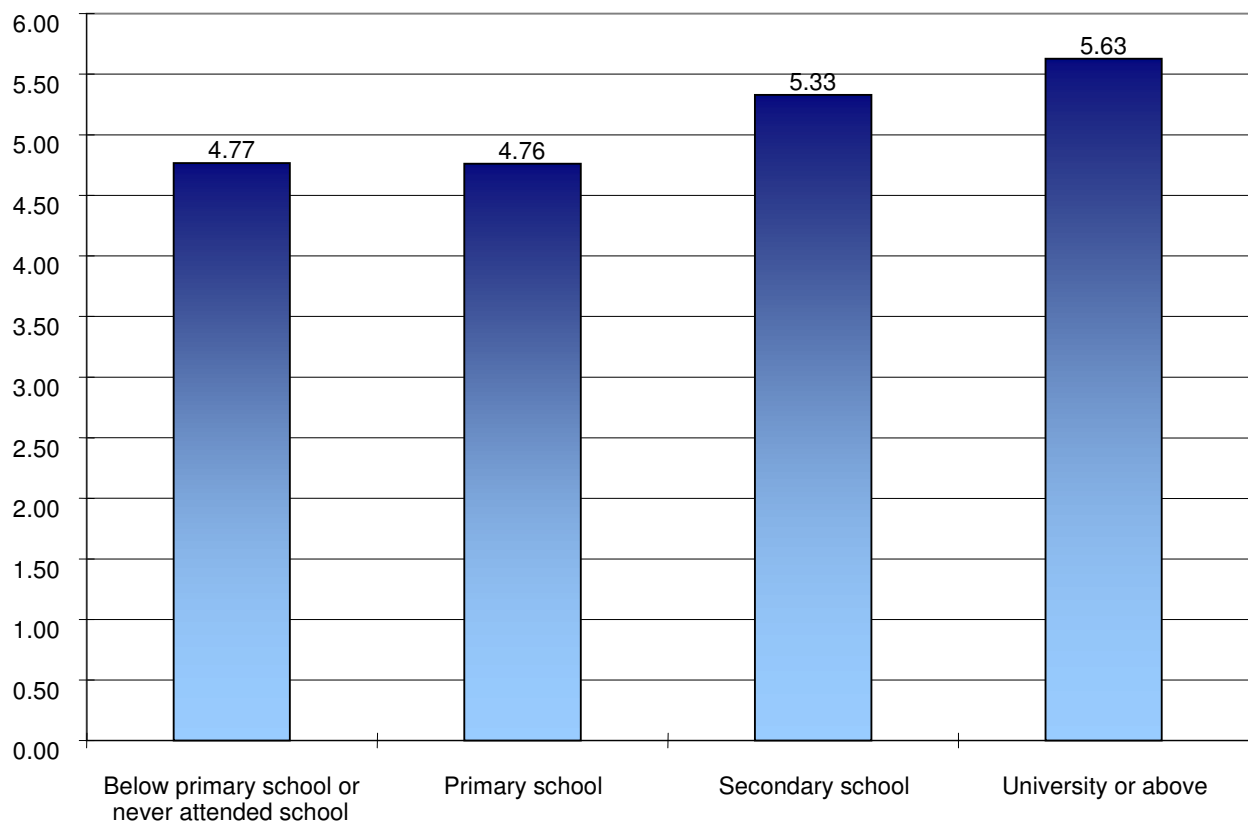


Table 4: Education level vs mean agreement level of the attitude session

		n	Mean	F (v1,v2)	p
It is crucial to learn first aid knowledge in daily life.	below primary school or never attended school	47	4.11	8.599 (3,997)	.000
	primary school	130	4.43		
	secondary school	584	4.46		
	university or above	240	4.56		
	Total	1001	4.46		
Public education of first aid is essential.	below primary school or never attended school	47	4.09	4.682 (3,997)	.003
	primary school	130	4.31		
	secondary school	584	4.38		
	university or above	240	4.43		
	Total	1001	4.37		
If I have adequate first aid knowledge and skills, I will perform first aid to the people in need	below primary school or never attended school	47	4.19	.624 (3,995)	.599
	primary school	130	4.08		
	secondary school	583	4.17		
	university or above	239	4.18		
	Total	999	4.16		
Learning first aid is very difficult and complicated.	below primary school or never attended school	47	3.36	21.232 (3,997)	.000
	primary school	130	3.43		
	secondary school	584	2.80		
	university or above	240	2.62		
	Total	1001	2.86		
It is the responsibility of a medical professional to save life and perform first aid.	below primary school or never attended school	46	3.76	10.573 (3,995)	.000
	primary school	130	3.71		
	secondary school	584	3.22		
	university or above	239	3.13		
	Total	999	3.29		

Chart 23: Income vs mean marks of the first aid knowledge session

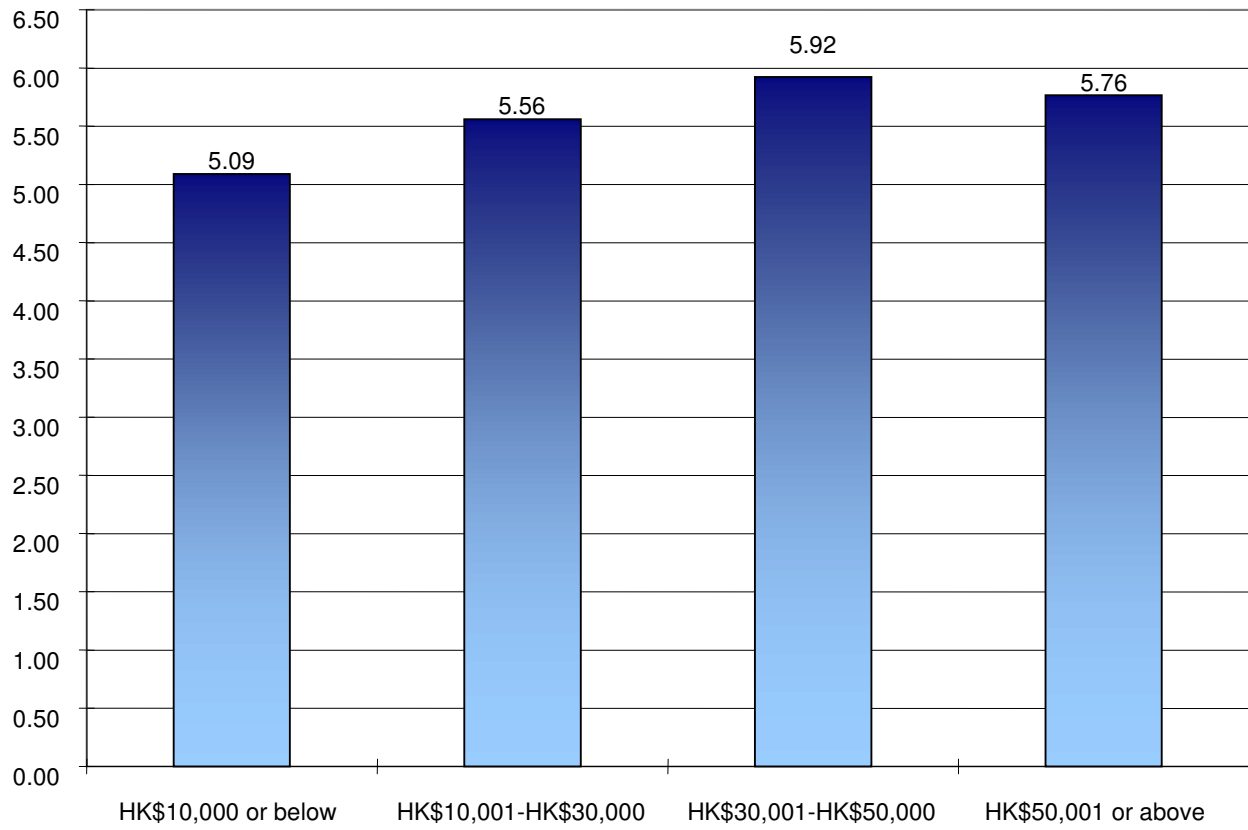


Table 5: Income vs mean agreement level of the attitude session

		n	Mean	F (v1,v2)	p
It is crucial to learn first aid knowledge in daily life.	HK\$10,000 or below	625	4.42	6.646 (3,978)	.000
	HK\$10,001-HK\$30,000	259	4.49		
	HK\$30,001-HK\$50,000	64	4.75		
	HK\$50,001 or above	34	4.53		
	Total	982	4.47		
Public education of first aid is essential.	HK\$10,000 or below	625	4.34	3.606 (3,978)	.013
	HK\$10,001-HK\$30,000	259	4.40		
	HK\$30,001-HK\$50,000	64	4.59		
	HK\$50,001 or above	34	4.38		
	Total	982	4.37		
If I have adequate first aid knowledge and skills, I will perform first aid to the people in need	HK\$10,000 or below	624	4.17	.369 (3,977)	.775
	HK\$10,001-HK\$30,000	259	4.16		
	HK\$30,001-HK\$50,000	64	4.22		
	HK\$50,001 or above	34	4.06		
	Total	981	4.16		
Learning first aid is very difficult and complicated.	HK\$10,000 or below	625	2.99	9.559 (3,978)	.000
	HK\$10,001-HK\$30,000	259	2.75		
	HK\$30,001-HK\$50,000	64	2.41		
	HK\$50,001 or above	34	2.44		
	Total	982	2.87		
It is the responsibility of a medical professional to save life and perform first aid.	HK\$10,000 or below	624	3.39	5.484 (3,978)	.001
	HK\$10,001-HK\$30,000	259	3.20		
	HK\$30,001-HK\$50,000	64	3.09		
	HK\$50,001 or above	34	2.74		
	Total	981	3.30		



Hong Kong Red Cross

Health & Care Service Department

Study of General Public's Knowledge and Attitude of First Aid

Background Information:

Hong Kong Red Cross would like to invite you to participate in a survey of “Study of General Public's Knowledge and Attitude of First Aid”. Please spare five minutes with us to answer the questions about personal knowledge and attitude of first aid. This survey is anonymous. Your personal information will be kept confidential. Information collected will only be used for analysis and first aid training purposes. Thank you!

PART I

1. What will you do if there is foreign body (e.g. sand) in your eye?

- Blow it away Irrigate with clean water
 Rub it away Apply topical cream

2. What will you do if you are injured by a jellyfish?

- Irrigate with soy sauce Irrigate with clean water
 Irrigate with vinegar Apply topical cream

3. What will you do if you are bitten by a snake?

- Use mouth to suck the venom
 Use hand to squeeze out the venom
 Bandage the wound and reduce movement of the injured part
 Catch the snake for doctor's identification

4. What will you do if you are scalded and a blister is formed?

- Apply soy sauce Burst the blister
 Cover with gauze Apply topical cream

5. What will you do to stop bleeding if your finger is cut by a knife?
- Apply hemostatic agent Apply ice directly to the wound
- Cover the wound with gauze and apply direct pressure**
- Apply pressure to pressure point of the wound
6. What will you do to stop nose bleeding?
- Sneeze the blood clot from the nostril
- Insert tissue paper into the nostril
- Lower the head and pinch the nose just below the bridge**
- Drink ice water
7. What will you do if you witnessed a person drink caustic agent?
- Induce vomiting by helping him to buckle his throat
- Give milk for him to drink** Give vinegar for him to drink
- Mouthwash with clean water
8. What will you do if you find a conscious but flushing and sweating victim under burning sun?
- Give beer for him to drink Give Chinese herbs for him to drink
- Give electrolyte beverage for him to drink**
- Give soft drink for him to drink
9. What will you do if someone suffered from choking while eating?
- Encourage coughing** Help him to buckle his throat
- Give vinegar for him to drink Give a mouthful of rice for him to eat
10. What will you do if you sprained your ankle?
- Apply ice pad to the sprained ankle**
- Apply hot pad to the sprained ankle
- Stretch the injured limb
- Massage the sprained ankle

PART II

Do you think the following sentences are suitable to describe your views on first aid?
Please express with “Strongly agree, Agree, No comment, Disagree or Strongly disagree”.

- 11. It is crucial to learn first aid knowledge in daily life.
Strongly agree Agree No comment Disagree Strongly disagree

- 12. Public education of first aid is essential.
Strongly agree Agree No comment Disagree Strongly disagree

- 13. Learning first aid is very difficult and complicated.
Strongly agree Agree No comment Disagree Strongly disagree

- 14. It is the responsibility of a medical professional to save life and perform first aid.
Strongly agree Agree No comment Disagree Strongly disagree

- 15. If I have adequate first aid knowledge and skills, I will perform first aid to the people in need.
Strongly agree Agree No comment Disagree Strongly disagree

Personal Information

Have you ever learned first aid?

Yes, please specify the year: _____ No

Sex: Male Female

Age Group: 16- 20 21- 30 31- 40 41- 50 51- 60 61 or above

Education Level:

Below primary or never attended school Primary school Secondary school
University or above

Industry:

Manufacturing Electricity, gas & water Construction
 Wholesale, retail & import/export trades, restaurants & hotels
 Transport, storage & communications
 Financing, insurance, real estate & business services
 Community, social & personal services Unemployed Retired
 Others (Please specify: _____)

Residence:

- Hong Kong Island Central and Western Eastern Southern Wan Chai
Kowloon Kowloon City Kwun Tong Sham Shui Po
 Wong Tai Sin Yau Tsim Mong
New Territories Islands Kwai Tsing North Sai Kung Sha Tin
 Tai Po Tsuen Wan Tuen Mun Yuen Long

Monthly Individual Income:

- HK\$10,000 or below HK\$10,001- HK\$30,000
 HK\$30,001-HK\$50,000 HK\$50,001 or above

--- End of the questionnaire, thank you! ---