



Safety First

Sports and Recreational Activities



Submitted by
Rtr. Ahmadh Booso (President)
from the
Rotaract Club of Colombo Fort
Sponsored By
Rotary Club of Colombo Fort
Held on
November 15th, 2024
at the
APIIT Union Place

Description

"Safety First" is a District Initiative aimed at equipping members of the Rotaract movement with essential first aid and emergency response skills, including CPR, field injury management, splinting, and wound care. The project was hosted collaboratively by the Rotaract Clubs of Colombo Fort, KDU, and NIBM.

Objectives

- Educate Rotaract members on critical life-saving techniques.
- Empower participants to act effectively in emergency situations.
- Foster teamwork and collaboration among Rotaract members.
- Raise awareness about the importance of safety in sports and daily activities.

Goals

SDG Goals

- 3 - Good Health and Well-being
 - 3.6 Reduce Road injuries and deaths.
- 4 - Quality Education
 - 4.7 Education for sustainable development and global citizenship.
- 17 - Partnerships to achieve the Goal
 - 17.17 Encourage effective partnerships.

Rotary Area of Focus

- Basic Education and Literacy
- Disease Prevention and Treatment

Other focus Areas

Project Chair

Name	Volunteer Hours
Buwanajee Coralage	122 Hours (Appox.)

Project Committee

Name	Volunteer Hours	Committee Role
Ahmadh Booso	102 Hours (Appox.)	Project Secretary & Coordinator
Kaumini Mapa	76 Hours (Appox.)	Admin Coordinator
Yazeed Ahamed	39 Hours (Appox.)	PR Coordinator

Nafeel Casseem	64 Hours (Appox.)	Social Media Content Publisig
Mahdi Namiz	48 Hours (Appox.)	Admin Assistant
Muhammed Fawmy	16 Hours (Appox.)	Content Support
Miqdaad Mufeel	16 Hours (Appox.)	Content Support
	Total Hours	483 Hours

Club Participation

Club Name	Count
Rotaract Club of APIIT	10
Rotaract Club of Colombo West	2
Rotaract Club of Horizon Campus	5
Rotaract Club of Matale	1
Rotaract Club of Colombo Mid Town	2
Rotaract Club of Edith Cowan University	3
Rotaract Club of Sri Lanka Institute of Information Technology	4
Rotaract Club of National School of Business Management	3
Rotaract Club of Royal Institute of Colombo	1
Rotaract Club of University of Colombo, Faculty of Management and Finance	2
Rotaract Club of University Alumni	1
Rotaract Club of American National College	2
Rotaract Club of CfPS Law School	2
Rotaract Club of Colombo Heritage	2
Rotaract Club of Colombo Metropolitan	1
Rotaract Club of Colombo Mid City	3
Rotaract Club of Informatics Institute of Technology	7
Rotaract Club of University of Moratuwa	3
Rotaract Club of University of Ruhuna	2
Rotaract Club of University of Sri Jayewardenepura	2
Rotaract Club of Wellawatte	1
Rotaract Club of Katugastota Region	1
Rotaract Club of Cinnamon Gardens	1
Rotaract Club of Achievers Lanka Business School	6
Rotaract Club of College of Chemical Sciences	1
Rotaract Club of Colombo North	1

Rotaract Club of Kurunegala	2
Rotaract Club of Wayamba University of Sri Lanka	1
Rotaract Club of Kandy Metropolitan	5
Rotaract Club of Athugapura	1
Rotaract Club of Sri Lanka Technological Campus	2
Rotaract Club of Colombo Port City	1
Rotaract Club of University of Colombo, School of Computing	2
Rotaract Club of Colombo Uptown	1
Rotaract Club of Chulipuram	1
Rotaract Club of Colombo Reconnections	1
Rotaract Club of General Sir John Kotelawala Defence University	5
Rotaract Club of National Institute of Business Management	10
Rotaract Club of Colombo Fort	10

Other Organization Participation

Organization Name	Organization Type	Count
Sri Lanka College of Emergency Physicians	corporate	08
Strength Camp SL	corporate	04

District Steering Committee Participation

Name	Designation
Salman Mohamed	Rotaract District Secretary
Manisha Alwis	Assistant Rotaract District Secretary
Sahan Gunasekara	Assistant District Rotaract Representative
Lochana Bandara	Sergeant at Arms
Tevin Perera	Zonal Rotaract Representative (Zone 4)
Hillary Perera	Joint Director - Club Service
Santhamurthy Baalumurthy	Joint Director - Club Service
Sayumi Tissaarachy	Joint Director - Club Service
Tharushi Kuruppu	Joint Director - Club Service
Sharan Balasubramaniam	Joint Director - Membership Development
Harini Sadewani	Joint Director - Professional Development
Dinuki Perera	Joint Director - Public Relations

Umanda Dissanayake	Joint Director - Sports & Recreational Activities
Aaron De Soya	Joint Director - Sports & Recreational Activities
Netanya Perera	Joint Director - Sports & Recreational Activities
Anagi Gunasekera	Joint Director - Sports & Recreational Activities
Nazmi Mahamood	District Rotaract Representative Elect
Praneeth Madusanka	Public Relations Chair
Manusha Wickramaratne	Joint Director - Public Relations

Budget

Income

Description		Amount
Host Club Contribution		105000 LKR
	Total Income	105000 LKR

Expenses

Description		Amount
Certificates		-6000 LKR
Food and Beverage		-10000 LKR
Tokens of Appreciation		-5310 LKR
	Total Expense	21310 LKR
	Total	83690 LKR

Project Planning

The **Safety First** project was meticulously planned over nearly two months, beginning on the **20th of September** and concluding on the **15th of November 2024**, ensuring that every detail was accounted for to achieve maximum impact.

1.

Initial Discussions & Conceptualization

- **Date:** 20th - 25th September
- The core committee conducted brainstorming sessions to identify the most critical first-aid skills required by participants, focusing on life-saving techniques like CPR, wound care, and injury management.
- Host clubs (Rotaract Clubs of Colombo Fort, KDU, and NIBM) collaborated to finalize the project objectives and methodology.

2.

Collaboration & Partnerships

- **Timeline:** 26th September - 5th October
- Partnering with healthcare professionals and certified first-aid trainers to ensure quality content delivery.
- Logistics planning with venue coordinators to ensure accessibility and equipment setup at KDU premises.
- Coordination with the District Steering Committee for event support and participation alignment.

3.

Content Development & Participant Registration

- **Timeline:** 6th October - 20th October
- Development of educational materials (presentations, manuals, and quizzes) by the content team led by Muhammed and Miqdad.
- PR team facilitated registration drives targeting over **120 participants**, ensuring a mix of Rotaractors, sports directors, and outstation proxies.

4.

Execution Plan

- Detailed agenda for theoretical and practical sessions prepared.
- Hands-on activities to ensure participants gained practical skills, with a scoring system motivating performance.
- Backup plans for online participation were devised for outstation attendees.

5.

Final Preparations

- **Date:** 25th - 27th October
- Logistics team ensured venue readiness with proper setup for demonstrations and participant seating.
- Administrative team ensured all registered participants received confirmation emails and instructions.
- PR content highlighting the importance of first-aid training shared across platforms to boost engagement.

Public Relations Plan

The **PR Plan** for **Safety First** was designed to create maximum visibility and engagement while respecting the sensitive nature of the event. The PR strategy highlighted the importance of first-aid knowledge as a life-saving skill and a critical community need.

1.

Pre-Event Campaign

- **Social Media Promotions**
 - A series of infographics and teaser videos were released, emphasizing the skills participants would learn, such as CPR and injury management.
 - Content published by PR Coordinator **Yazeed**, with support from Nafeel, showcased testimonials from healthcare professionals endorsing the initiative.
- **Email & WhatsApp Outreach**
 - Targeted email campaigns reached club members, emphasizing the mandatory attendance requirement for sports directors.
 - Dedicated WhatsApp groups ensured streamlined communication with participants.

2.

Collaborations for Visibility

- **Outreach to Partner Clubs**
 - KDU and NIBM leveraged their platforms to promote the event, ensuring widespread participation.
- **Engagement with the District Steering Committee**
 - The committee amplified the event through district channels, gaining traction across clubs.

3.

Event-Day PR

- **Photography Restrictions**
 - Due to the nature of practical first-aid sessions, **photographs were strictly prohibited**, ensuring participants focused on learning without distractions.
- **Social Media Highlights**
 - A single highlight reel showcasing the event's atmosphere and feedback from participants was shared post-event to maintain the element of exclusivity.

4.

Post-Event PR

- Testimonials from participants and trainers were shared on social media platforms to demonstrate the program's impact.
- A concise post-event report was published online, summarizing the outcomes and thanking partners.
- Participants received digital certificates, reinforcing the credibility of the training.

PR links

<https://www.instagram.com/reel/DCLbDSWoLnW/?igsh=cHdsbnM2M2R6N2t2>

<https://www.instagram.com/reel/DCLg6LHoowE/?igsh=MWduMngzbG1xMnFyMA==>

<https://www.instagram.com/reel/DCOU1c1BbXg/?igsh=eHByZTdvOHh2ZTIh>

https://www.instagram.com/reel/DCOu_lxBqwr/?igsh=YWc4cWowb3lhOGtq

<https://www.instagram.com/reel/DCOwEOqhn3f/?igsh=MWQ4czMzejVtZm83>

<https://www.facebook.com/share/p/oQMmP98cihTVEKDh/>

<https://www.facebook.com/share/p/hVk9pULMkA4BRKDp/>

<https://www.facebook.com/share/p/u4vNfszMWuxR34x1/>

<https://www.facebook.com/share/p/ybySZvk2KCckifoM/>

<https://www.facebook.com/share/p/wk9BJccpEFqj4YXL/>

<https://www.facebook.com/share/v/yM1ZUo6AgoJE5xqx/>

<https://www.facebook.com/share/v/JxJoKbstPojKm7VN/>

<https://www.facebook.com/share/v/LEtpw9DALWH5ryQu/>

<https://www.facebook.com/share/v/EGDm7325J8JYJoCS/>

<https://www.facebook.com/share/v/AWH5kczHEgR7rDo4/>

<https://www.facebook.com/share/p/mvTEhETu9Na3sRT/>

https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_safetyfirst-masterfirstaid-rotaract3220-activity-7252206299721998336-Zj_C?utm_source=social_share_video_v2&utm_medium=android_app&utm_campaign=copy_link

https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_safetyfirst-masterfirstaid-rotaract3220-activity-7254733703027859456-HdV-?utm_source=social_share_video_v2&utm_medium=android_app&utm_campaign=copy_link

https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_happening-tomorrow-join-us-at-safety-activity-7255959241159540736-qhM?utm_source=social_share_video_v2&utm_medium=android_app&utm_campaign=copy_link

https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_our-esteemed-speakers-shared-their-invaluable-activity-7262736853529735169-ZEIO?utm_source=social_share_video_v2&utm_medium=android_app&utm_campaign=copy_link

https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_our-esteemed-speakers-shared-their-invaluable-activity-7262751218333032448-WL2r?utm_source=social_share_video_v2&utm_medium=android_app&utm_campaign=copy_link

https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_our-participants-had-a-lot-to-say-about-their-activity-7262766214408470529-hi-U?utm_source=social_share_video_v2&utm_medium=android_app&utm_campaign=copy_link

https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_our-participants-had-a-lot-to-say-about-their-activity-7262796459329097728-przx?utm_source=social_share_video_v2&utm_medium=android_app&utm_campaign=copy_link

https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_thank-you-for-being-a-part-of-safety-first-activity-7262811551932268544-MLa2?utm_source=social_share_video_v2&utm_medium=android_app&utm_campaign=copy_link

Beneficiaries

- Rotaractors
- Health Practitioners
- Sports Enthusiasts

Partners

- APIIT
- Sri Lanka College of Emergency Physicians
- Strength Camp SL

Outcomes

Short-Term Impact

- Improved knowledge and confidence in first aid and emergency responses.
- Increased collaboration among Rotaract clubs.

Long-Term Impact

- A safer, more informed Rotaract community.
- Greater awareness of health and safety in sports and community events.

Areas of Improvements

- Earlier promotion to ensure higher participation from outstation clubs.
- Enhanced virtual setup for smoother integration of online attendees.
- Inclusion of more diverse first aid topics based on participant feedback.
- Extended duration for hands-on practical sessions.

Gallery



