

## **PRESS RELEASE**

1<sup>st</sup> March 2011

### **First Aid DVD comes to life to save life's**

Following its 2010 release, version 2 of the DVD 'A comprehensive guide to First Aid' has just been launched.

The DVD, a partnership between Concept Filming and A1 First Aid in Oxfordshire, is designed on the proven format of first aid training and offers content that allows the viewer to learn in various formats being visual or audio.

Producer, Dave Roberts said "The basis of our product development was the feedback that many first aiders fear losing their knowledge during the 3 years that their certificate is valid for and we wanted to develop a reasonably priced product that helped keep first aid knowledge at the forefront of people's minds, as it saves life's".

The DVD, designed to deliver refresher training, now also offers "real life" scenarios showing a first aider in action, which brings the theory to life. It has also been updated to include the very latest guidelines from the resuscitation council in relation to basic life support and also includes an evaluation questionnaire to test your understanding before, during and after viewing.

Mike Foster of A1, said, "the DVD has proved to be very popular and it has supported first aiders and business owners as we had hoped. In summary they both like the flexibility and cost saving of being able to refresh the individuals personal knowledge, at their own pace, when they have a spare moment. Our DVD has proven popular as you can choose sections to watch instead of having to watch the full content at once or attend another course. We are also delighted to see a number of trainers purchasing the DVD to use the content as support to their own courses"

For more details, visit [www.firstaiddvd.co.uk](http://www.firstaiddvd.co.uk)

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#### **Editor's Notes:**

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DVD Picture attached.

[www.firstaiddvd.co.uk](http://www.firstaiddvd.co.uk)

This is a joint venture between A1 First Aid and Concept Filming. We have joined our specialised skills together, to produce one comprehensive First Aid training package, designed to be easy to follow, and essential for qualified First Aiders to stay up to date.

**A1 First Aid (A1 Group)**

Based in Oxfordshire, A1 First Aid is a group of experienced trainers offering the range of HSE recognised First Aid training a wide range of customers.

[www.a1-first-aid.co.uk](http://www.a1-first-aid.co.uk)

### **Concept Filming**

Producing professional videos ranging from Web Videos to commercially released titles, Concept Filming use top quality equipment and offer a real eye for detail on all their productions.

[www.conceptfilming.co.uk](http://www.conceptfilming.co.uk)

### **Contact Us**

You can email us [info@firstaiddvd.co.uk](mailto:info@firstaiddvd.co.uk) or call us on 01865 378559.