Media kit

For local newspapers, radio stations, schools and councillors. Please feel free to use anything here.

About the campaign

Learn It. Save a Life. is an independent, youth-led campaign calling for every child to receive practical first aid education in schools. It was started by Harrison Foster, 15, from Hull, and is beginning in East Riding of Yorkshire with the ambition of reaching the whole country.

Our aims

The campaign wants first aid education to be consistent, practical and properly resourced. First aid is already recognised in the statutory health education curriculum in England. The campaign asks whether every pupil receives meaningful opportunities to learn and practise appropriate skills, and encourages schools to use qualified trainers and trusted educational resources.

About the founder

Harrison Foster is 15 and from Hull. He holds a First Aid at Work qualification, gained through his training as an army cadet. He is a young campaigner, not a qualified first aid instructor. The campaign is independent and is not run or endorsed by the Army Cadets or any other organisation.

Quotable statements

“If I can take the initiative to gain a recognised first aid qualification at 15, imagine what could happen if every child had the opportunity to learn lifesaving skills at school.”

“Age should never be a barrier to making a difference.”

“Let's build a generation that knows what to do when it matters most.”

“First aid is already recognised within the curriculum. The question is whether every pupil receives consistent, practical and well-resourced opportunities to learn these potentially lifesaving skills.”

“Small skills. Lifesaving impact.”

“Learning first aid should not depend on which school you happen to attend.”

Press contact

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Notes for editors: the campaign does not claim any endorsements, partnerships or funding. It is educational and does not replace practical training from a qualified provider. Logo and photo are available on the website's Press page.

