

Restart a Heart 2021

Supporters Pack



Key Messages and Aims

Background information and the focus for 2021.

Background

Restart a Heart (RSAH) is an annual initiative led by Resuscitation Council UK which aims to increase the number of people surviving out-of-hospital cardiac arrests. It is run in partnership with The British Heart Foundation, British Red Cross, St John Ambulance, the Association of Ambulance Chief Executives, NHS England and Improvement, Save a Life for Scotland, Save a Life Cymru, and Northern Ireland Ambulance Service. In 2018 the initiative went global with the formation of World Restart a Heart (WRSAH).

On and around 16 October each year, an alliance of partners all over the world (including UK Ambulance Services, Universities, and other charitable and public sector community-based organisations and first aid training organisations) come together to increase public awareness of cardiac arrests and increase the number of people trained in life saving CPR. They do this by organising and facilitating training events and also by providing opportunities for people to learn CPR digitally in the safety and comfort of their own home.

This year is the eighth Restart a Heart and the fourth World Restart a Heart campaign.

RSAH 2021 | CPR: Get Hands On!

Crisis | Bystander CPR rates fell in some areas of the UK during the COVID-19 pandemic, putting thousands of lives at risk - and those in the communities where SCAs are mostly likely to happen are less likely to know how to intervene.

Opportunity | RSAH 2021 can save lives, both now and in the future, by providing training and awareness opportunities and resources to teach people how to react when someone collapses and stops breathing normally. More people than ever in the UK have witnessed an SCA owing to the collapse of Danish footballer Eriksen on the pitch and the real-time world-wide broadcast of his resuscitation; so the opportunity for awareness and learning is at an all-time high.

Our aim | is to resume training (both on and offline), restore confidence in performing CPR, and reach out to new audiences, diverse communities, and those in so-called 'hotspot' communities (areas where cardiac arrest rates are higher than the UK average and bystander CPR rates are lower than average) to ensure that everyone has a chance to learn CPR - and that those having an SCA have their best chance of surviving a cardiac arrest.



Key Messages and Aims

Background information and the focus for 2021.

Key Messages:

- Anyone can be affected by a sudden cardiac arrest at any time, and without intervention, the person will quickly die.
- When someone collapses and stops breathing normally, it is important to quickly call 999, perform CPR and use a defibrillator. This gives the person their best chance of survival. If reluctant or unable to do rescue breaths, hands-only CPR will still give the person the same chance.
- Be confident to intervene! Everyone, in every community, has a role to play in the chain of survival, whether it's by calling 999, doing chest compressions, locating a defibrillator, retrieving it or by telling others what to do.

Supplementary stats:

- Survival rates from out of hospital cardiac arrest remain stubbornly low in the UK, with fewer than one in ten people surviving.¹
- Thousands of lives could be saved every year if CPR was taught more widely.²
- There are more than 30,000 out-of-hospital cardiac arrests in the UK every year, and every minute without CPR and defibrillation reduces the chance of survival by up to 10%.
- When someone has a cardiac arrest, performing immediate CPR can help double their chance of survival in some cases.³
- Most episodes (around 80%) of out-of-hospital cardiac arrest occur in the home, highlighting the potential benefit of family members trained in CPR.⁴
- The chance of surviving a cardiac arrest is tripled when an AED is available via a public-access defibrillation programme.

NOTES:

1) BHF analysis of OHCA figures where available.

2) Nolan, J.P et al (2010): European Resuscitation Council Guidelines for Resuscitation 2010, Resuscitation 2010;81:1219-1451.

3) Resuscitation to Recovery, <https://www.resus.org.uk/publications/resuscitation-to-recovery/>

4) Valenzuela TD, 2. Roe DJ, 3. Nichol G, et al : Outcomes of Rapid Defibrillation by Security Officers after Cardiac Arrest in Casinos. N Engl J Med 2000;343:1206-9. doi:10.1056/NEJM200010263431701 CrossRefPubMedWeb of ScienceGoogle Scholar



Events

How to teach and learn CPR for RSAH.

Ambulance services, charities, and independent trainers across the UK are holding events both in-person and online (including livestreams and training sessions held via video conferencing apps).

To find out what your local ambulance service is doing for Restart a Heart day, contact them by visiting resus.org.uk/rsah and click on 'Ambulance Contacts'.

Digital and print resources to facilitate these events are available on the above website.

Independent events are welcomed, and please ensure that any face-to-face training events adhere to local and national guidance on social distancing.

Any events that do not adhere to Government guidance cannot operate under the Restart a Heart banner. If you are planning to hold a small, independent event in line with Government guidance, please register your event through our short survey: <https://bit.ly/RSAHPreEventSurvey>

It's important that we're capturing the impact of the RSAH training, including who is receiving it, and how they benefited from it. We are currently developing a survey with our partners for this purpose to be given to people receiving training after the event - check back on resus.org.uk closer to 16 October for the link to this digital survey, and please use it to help make sure we're reaching the right people with the right messages.



Guidelines and Information

How to do CPR during a time of increased risk of infection

A cardiac arrest is when someone's heart suddenly stops beating, and their breathing is abnormal or has stopped.

Without quick action, the person will die.

Check for danger, then immediately follow these simple steps to give the person their best chance of survival:

1. Shout for help.

- Shake them gently.

2. Look and listen for signs of normal breathing.

- Look for the rise and fall of their chest.

3. Call 999. Put the phone on loudspeaker and tell them you are with someone who is not breathing.

4. The ambulance call handler will tell you where the nearest automated external defibrillator (AED) is. If someone is with you, ask them to fetch it and bring it back.

Do not leave the person if you are on your own.

5. Start chest compressions:

- interlock your fingers
- place your hands in the centre of the chest
- push down hard and then release twice per second, and don't stop.

The ambulance call handler will help you.

If reluctant or unable to do rescue breaths, hands-only CPR will still give the person the same chance of survival.

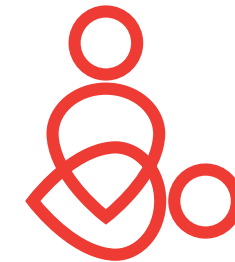
6. If you have a defibrillator, switch it on and follow the instructions. It will tell you exactly what to do.

7. Continue CPR until:

- the AED asks you to pause while it reanalyses and gives another shock if needed
- a paramedic arrives and tells you what to do
- the person shows signs of life.

Resources for Learning:

- Sudden Cardiac Arrest animation illustrating the up-to-date CPR techniques:
<https://vimeo.com/444871640>



Guidelines and Information

All communications for the campaign should aim to do three key things:

resume

training
and learning
opportunities

restore

the confidence
to act quickly
when someone
has an SCA

reach out

to new audiences and
diverse communities so
everyone has the
chance to learn
CPR

Branding and visuals must remain consistent to ensure campaign visibility:

Font:

Source Sans Pro (Bold)

Available in Adobe Creative Cloud Font Library

Working Tagline:

CPR: GET HANDS ON

Written as below

CPR: GET HANDS ON!



Colours:

Red Swatch is #ee3b34

CMYK is C 0 M 87 Y 78 K 0

Logo:

Please use on a white background

<https://we.tl/t-pfS3mhS2iS>



Social media templates:

Download the .PSD

<https://we.tl/t-ygxngboNkl>

Turquoise Swatch is #0397a5

CMYK is C 81 M 22 Y 33 K 1



Social Media Posts

Suggested posts and copy for you to use to support the initiative

Social media posts should aim to educate and encourage (as per overall comms objectives) on the importance of learning/teaching CPR and having the courage and the confidence to safely use it, using stats and real life stories to drive our audience to the RSAH landing page.

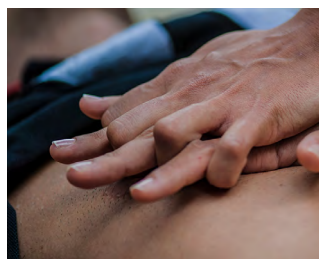
- Promote the human element through case studies; this is why performing bystander CPR matters. This is why teaching CPR matters.
- Myth-bust: provide stats and facts about the risks of bystander CPR and how to mitigate that risk to provide safe CPR.
- Highlight the digital resources to learn/teach CPR.
- Reinforce the importance of CPR – help NHS save lives by getting hands on before the paramedics arrive.

Resuscitation Council UK, The British Heart Foundation, British Red Cross, St John Ambulance, the Association of Ambulance Chief Executives, NHS England and Improvement, Save a Life for Scotland, Save a Life Cymru, and Northern Ireland Ambulance Service will all be posting on social media, as will your local ambulance service.

Download the social media graphics:

<https://we.tl/t-tfOluwjWW>

In the build-up to Restart a Heart day, please share the below:



Whether it's learning CPR or teaching it, there's plenty of ways to get involved with **#RestartAHeart** 2021! Learn more about how to get hands on with life-saving skills. <https://bit.ly/RSAH2021>

On 16 October, Restart a Heart day, please share the below:



When someone collapses and stops breathing normally, it's time to get hands on with CPR! Today is **#RestartAHeart** day, when you can learn how to give someone their best chance at life: <https://bit.ly/RSAH2021>

All posts should have **#RestartAHeart** as the primary hashtag. On the day, it's possible that **#RestartAHeartDay** will trend so please consider adding that hashtag if character limits allow.

