

# Restart a Heart 2022

## Digital Communications Pack



# Key Messages and Aims

Background information and the focus for 2022.

## 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 ninth Restart a Heart and the fifth World Restart a Heart campaign.

## RSAH 2022 | CPR: everyone deserves a chance.

**Crisis |** Survival rates from sudden cardiac arrests remain stubbornly low in the UK, with only 1 in 10 people surviving. Even though CPR has recently been added to curriculums, millions of people in the UK won't have had an opportunity to learn this key life-saving skill – putting lives at risk across the UK.

**Opportunity |** RSAH 2022 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.

**Our aim |** is to continue to educate those in school while expanding our efforts to reach those who haven't had the opportunity to learn CPR previously – including those in diverse communities and those living 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 everyone having a cardiac arrest has their **best chance of surviving a cardiac arrest**.

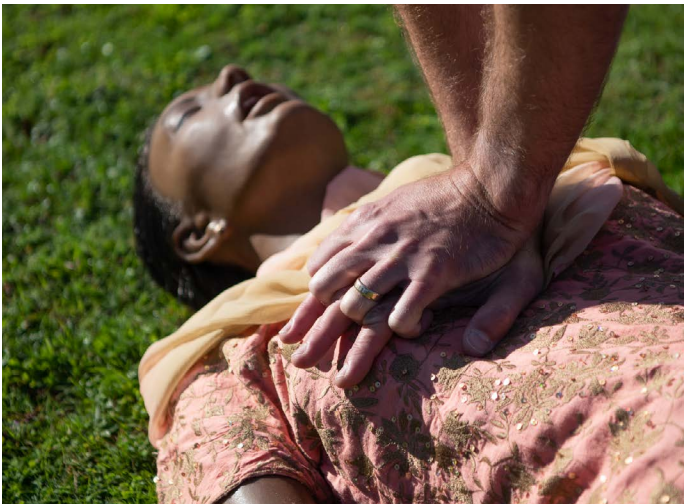


# Key Messages and Aims

Background information and the focus for 2022.

## 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.<sup>1</sup>
- Thousands of lives could be saved every year if CPR was taught more widely.<sup>2</sup>
- 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.<sup>3</sup>
- Most episodes (around 80%) of out-of-hospital cardiac arrest occur in the home, highlighting the potential benefit of family members trained in CPR.<sup>4</sup>
- Research in England shows that there are some areas where out of hospital cardiac arrest rates are higher, and Bystander CPR rates are lower. These 'hotspot' areas tend to have higher urbanisation and population density, higher levels of deprivation and a higher proportion of the population from ethnic minority backgrounds.<sup>5</sup>
- High-risk areas exist across the country, with concentrations around city centres like Birmingham and London, parts of the North East and Yorkshire, and some parts of the South East coast.
- Defibrillation within 3–5 min can produce survival rates as high as 50%–70%.<sup>6</sup>
- The chance of surviving a cardiac arrest is tripled when an AED is available via a public-access defibrillation programme.
- Public access defibrillators should be registered on The Circuit – the national defibrillator network which connects defibrillators to NHS ambulance services across the UK so that in those crucial moments after a cardiac arrest, they can be accessed quickly to help save lives.

### 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
- 5) Brown TP, Booth S, Hawkes CA, Soar J, Mark J, Mapstone J, Fothergill RT, Black S, Pocock H, Bichmann A, Gunson I, Perkins GD. Characteristics of neighbourhoods with high incidence of out-of-hospital cardiac arrest and low bystander cardiopulmonary resuscitation rates in England. Eur Heart J Qual Care Clin Outcomes. 2019 Jan 1;5(1):51-62. doi: 10.1093/ehjqcco/qcy026. PMID: 29961881; PMCID: PMC6307333, <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6307333/>
- 6) 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



# Guidelines and Information

In 2022, we will focus on making sure **everyone** is...

## invited

to take part in training, with a mix of face to face and digital opportunities to learn CPR.

## included

in learning, through accessible resources, translate materials, and training sessions which speak their language.

## involved

in improving SCA survival rates by being empowered to take action and make a difference.

Branding and visuals must remain consistent to ensure campaign visibility:

### Font:

#### Source Sans Pro (Bold)

Available in Adobe Creative Cloud Font Library

### Tagline:

CPR: everyone deserves a chance.  
Written as below

**CPR:**

**everyone deserves  
a chance**



#RestartaHeart  
16 October 2022

### 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 and .PNGs

<https://we.tl/t-Zs5ij9Ju9U>

**Turquoise Swatch is** #0397a5

**CMYK is C 79 M 18 Y 33 K 3**



# Guidelines and Information

How to do CPR.

**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.

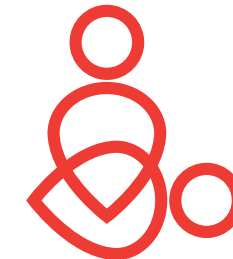
## 6. If you have a defibrillator, switch it on and follow the instructions. It will tell you exactly what to do.

## 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 latest guidance in CPR techniques: <https://vimeo.com/726956554>
- A full selection of resources for learning and teaching: [resus.org.uk/rsah](https://resus.org.uk/rsah)



## 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](https://resus.org.uk/rsah) and click on 'Ambulance Contacts'.

Independent events are welcomed, and a [Training Provider Pack](#) for use as a guide to running your event is available to help support your event. If you are planning to hold an event, please register your event [through our short survey](#).

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

**It's important that we're capturing the impact of the RSAH training, including who is receiving it, and how they benefited from it.**

Please ask your event attendees to [take this survey](#) so we can measure the impact of the training we offer.

A [QR code for the survey link](#) is available to enable event attendees to scan the code and fill out the survey.



## Social Media Posts

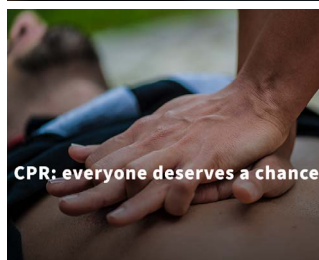
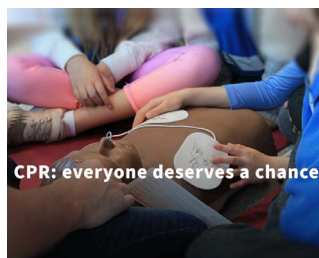
Suggested posts and copy for you to use to support the initiative.

Social media posts should aim to **invite** people to take part and work to **include** as many people as possible in the training events. They should impart 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 where they can find the resources to get **involved**.

- Promote events and opportunities to learn, either online or face to face.
- Highlight the digital resources to learn/teach CPR.
- Promote the human element through case studies; this is why performing bystander CPR matters. This is why teaching CPR matters. Use [#CPRSavedMyLife](#) to share these stories.
- Share the current best practice for bystander CPR with the sudden cardiac arrest animations.

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.

**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** 2022! Learn more about how to get hands on with life-saving skills. <https://bit.ly/RSAH2022>

**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/RSAH2022>

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.

**Download the social media graphics:**

<https://we.tl/t-Zs5ij9Ju9U>



# CPQR and SCA Videos

**RCUK has created a 'CPQR code,'** a simple heart-shaped QR code to capture the attention of people in 'offline' settings and direct them to scan the QR code and to spend a few minutes watching a video to learn how to do CPR.

The CPQR code is a great option for people to scan and take with them - so they can revisit their skills and share them with friends and family.

Print out the CPQR code or keep it on a digital screen and have it to hand during your training sessions for people to scan with their mobiles. Share the simple call-to-action CPQR code on your social media channels and direct traffic to [resus.org.uk/cpr](https://resus.org.uk/cpr).



**Download the CPQR code:**

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

**The new videos,** showing the updated steps to bystander CPR are all available from <https://vimeo.com/resuscounciluk> and as below:

- [English Accent](#)
- [Northern Irish Accent](#)
- [Scottish Accent](#)
- [Welsh Accent](#)
- [Welsh Language](#)
- [Welsh Accent \(Accessible\)](#)
- [Welsh Language \(Accessible\)](#)

**SCAN IT. LEARN IT.  
LATER IS TOO LATE.**

