

# Restart a Heart 2024

Digital communications pack



# Key messages and aims

## Background information and the focus for 2024

### 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, St Andrew's First Aid, Save a Life Cymru, and Northern Ireland Ambulance Service. In 2018, the initiative went global with the formation of World Restart a Heart (WRSAH).

Every October, 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 and defibrillation awareness. 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.

### Learn CPR, act fast, save lives

#### Crisis

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

#### Opportunity

RSAH 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

To increase cardiac arrest survival rates across the UK, we will encourage people to learn the steps to CPR and how to use a defib. We'll be particularly focusing on promoting this message in diverse communities and so-called 'hotspot' communities – areas where cardiac arrest rates are higher than average and bystander CPR rates are lower than average.



# Key messages and aims | Background information and focuses for 2024

## Key messages

- Less than one in 10 people survive an out-of-hospital cardiac arrest, by learning CPR and how to use a defib, you are giving someone their best chance of survival.
- Every second counts when having a cardiac arrest. It's not fair that who you are, where you're from or your socio-economic background could affect whether you survive.
- Anyone can be affected by a sudden cardiac arrest at any time, without immediate action, the person will die. Being ResusReady will ensure that in the ultimate medical emergency you can help save a life at home, at work, or in public.

## Supplementary stats

- Each year, roughly 100,000 people suffer an out-of-hospital cardiac arrest – that's around 250 people every day.
- 80% of out-of-hospital cardiac arrests happen at home.
- Every minute without CPR and defibrillation reduces the chance of survival by 10%.
- 1 in 10 people survive an out-of-hospital cardiac arrest.
- 37% of people surveyed said they wouldn't feel very confident they could help someone having a cardiac arrest, while 24% said they wouldn't be at all confident.
- Only 11% of people surveyed said they felt totally confident about using a defibrillator correctly.
- 15% of people surveyed think only trained medical professionals are allowed to use a defibrillator.

- To help save lives across communities we must target public-access defibs in areas where the data tells us they're needed most and ensure they are registered on The Circuit.
- 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.
- In London in 2021, 83.2% of out-of-hospital cardiac arrests happened **at home**.<sup>2</sup>
- In Yorkshire and the Humber in 2021, 82.5% of out-of-hospital cardiac arrests happened **at home**.<sup>3</sup>
- In the West Midlands, 10.2% of out-of-hospital cardiac arrests happened **in a public place**.<sup>4</sup>
- In 2021, 18% of out-of-hospital cardiac arrests in the South West of England happened **in a public place**.<sup>5</sup>



### NOTES:

1) Ibrahim WH. Recent advances and controversies in adult cardiopulmonary resuscitation. *Postgrad Med J*. 2007;83(984):649-654. doi:10.1136/pgmj.2007.057133

2) Warwick Annual Epidemiology and Outcomes - London Ambulance Service Epidemiology Reports (2021)

3) Warwick Annual Epidemiology and Outcomes - Yorkshire Ambulance Service Epidemiology Reports (2021)

4) Warwick Annual Epidemiology and Outcomes - West Midlands Ambulance Service Epidemiology Reports (2021)

5) Warwick Annual Epidemiology and Outcomes - South West Ambulance Service Epidemiology Reports (2021)



# ResusReady | Background information and assets

## What is ResusReady?

- Resuscitation Council UK (RCUK), in partnership with Save a Life for Scotland, have launched their free initiative to that urges every organisation and individual across the UK to learn CPR and become ResusReady to help increase survival rates from sudden cardiac arrest.

It only takes a few simple steps to become ResusReady. Organisations must have offered staff access to basic CPR training within the last 12 months or made them aware of free CPR training resources, such as first aid training. Individuals who sign up must have completed CPR training within the last 12 months.

Once organisations sign up to become ResusReady it will pinpoint their location on an interactive heatmap on the RCUK website. Individuals will be able to contribute to how ResusReady their constituency is.

RCUK want businesses and individuals to help light up the map to better understand where the resus inequalities exist and target CPR training where it is needed the most.

## How you can support ResusReady

- Sharing our [social media assets](#) across your social media channels, using #RestartAHeart.
- Sharing our [ResusReady film](#) across your digital channels.
- Share the ResusReady website address [www.resus.org.uk/resusready](http://www.resus.org.uk/resusready) with any businesses or individuals that you know who are ResusReady.
- Sign yourself up as ResusReady!



# Guidelines and information

In 2024, we are focusing 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 sudden cardiac arrest survival rates by being empowered to take action and make a difference.

## Branding and visuals

Branding and visuals must remain consistent to ensure campaign visibility.

### Font

Source Sans Pro Bold

**Aa** 0123456789 !?.,/#  
abcdefghijklmnopqrstuvwx  
yz ABCDEFGHIJKLMNOPQRSTU  
VWXYZ

Available in Adobe Creative Cloud Font Library

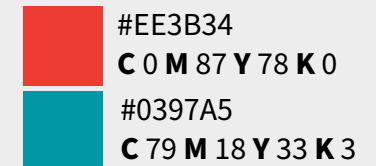
### Logo



### Tagline

Learn CPR, act  
fast, save lives

### Colours





# 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.

Gently shake the person who has collapsed.

### 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. 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.**

### 5. 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.

### 6. If you have a defibrillator, switch it on and follow the instructions

The defibrillator will tell you exactly what to do.

### 7. Continue CPR

Continue giving 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

- Watch RCUK's Sudden Cardiac Arrest video, showing the latest guidance in CPR techniques:  
<https://vimeo.com/726956554>
- Browse additional resources for learning and teaching on the RCUK website:  
[resus.org.uk/rsah](https://resus.org.uk/rsah)
- Watch our Defib Dani animation to learn how simple public access defibs are to use:  
[resus.org.uk/public-resource/defibrillation/defib-dani](https://resus.org.uk/public-resource/defibrillation/defib-dani)



# 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 whether your local ambulance service is available to offer training during 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.

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



# Social media posts

Suggested posts and copy for your 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 #RestartAHeart to share these stories.

- ✔ Share the current best practice for bystander CPR with the sudden cardiac arrest animations.

This year, social media will see supporting posts from Resuscitation Council UK, The British Heart Foundation, British Red Cross, St John Ambulance, St Andrew's First Aid, the Association of Ambulance Chief Executives, NHS England and Improvement, Save a Life for Scotland, Save a Life Cymru, and Northern Ireland Ambulance Service, as well as your local ambulance service.

## Social messaging

Less than one in 10 people survive an out-of-hospital cardiac arrest.

By learning CPR and feeling confident to use a defib, you can give someone their best chance of survival.

Visit [resus.org.uk/rsah](https://resus.org.uk/rsah) to access everything you need to become a lifesaver. #RestartAHeart

[View more image assets for Restart a Heart 2024](#)

## Image assets



[View the Restart a Heart 2024 social media pack](#)





# CPQR codes and CPR videos

## Additional resources

**CPQR codes** are designed to capture the attention of people in 'offline' settings. Once scanned, it will direct them to a video that will teach the basics of CPR in just a few minutes.

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).



These **CPR videos** will show you how to perform CPR. You can view them on [www.vimeo.com/resuscounciluk](https://www.vimeo.com/resuscounciluk) or via the links below:

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

### Download the CPQR code

[Google Drive download](#)

