



Resuscitation  
Council UK

Candidate Pack

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# Hello and welcome

## Professor Gavin Perkins

President, Resuscitation Council UK



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CEO, Resuscitation Council UK

**Cardiac Arrest is a major cause of death in all developed western countries. Looking at the UK figures for both in and out-of-hospital cardiac arrests, we see the following:**

- There are about 30,000 cardiac arrests a year outside of hospital where emergency medical services attempt to resuscitate the person who has collapsed and stopped breathing normally. However, the survival rate is dismal – fewer than one in ten people survive to be discharged from hospital.
- In 2020/21 over 10,400 patients had a cardiac arrest while they were in hospital, equating to around 1 in every 1,000 hospital admissions. Survival to discharge home rate for this group was around 22%. The figures for this year were impacted by the COVID-19 pandemic.

Cardiac Arrest can happen anywhere to anyone. Although the chances of survival are greater when it happens in hospital rather than out, there's been no significant improvement for many years, particularly in the out-of-hospital setting. Some patients also receive cardiopulmonary resuscitation (CPR) when they shouldn't - either because it's against their wishes or when there would be no benefit to the patient and could cause more harm.

### **What are we doing about all this?**

We want to improve people's chance of survival from a cardiac arrest wherever they are – whether that's in a hospital bed, at home or walking in the park. And we want to ensure that CPR is only attempted when appropriate. Our training courses and scientific evidence-based guidelines are designed to help not just all types of healthcare professional, but members of the public too. Because everyone should have the skills to try to save a life.

### **Why join us?**

You would be joining us at an exciting time for the organisation. We will be developing a range of new workstreams in 2023 which will enable us to deliver better support and services for key stakeholders and clients across the resuscitation community. We will continue our public-facing work to make sure all elements of the Chain of Survival are developed to match the best in the world. We will also continue our work to ensure that best practice and clinical excellence in resuscitation are embedded across the NHS, and beyond. We want to give people their best chance of successful outcomes from cardiac arrest and improve patient and family experience in conversations, decisions and planning for end-of-life care.

# Hello and welcome

It's a really exciting time for Resuscitation Council UK. We've recently published Guidelines 2021 and we have set out our exciting vision to 2030 which will help us to save even more lives through resuscitation.

## Our vision

We have also defined our vision to take us to 2030. By 2030:

- Everyone should receive appropriate cardiopulmonary resuscitation (CPR) treatment in clinical, community and care settings, underpinned by the comprehensive availability of evidence-based clinical guidelines, training and life-long learning.
- Survival rates for out of hospital cardiac arrest match world-leading comparators.
- Everyone affected by involvement in a Cardiac Arrest (CA) and the provision of cardiopulmonary resuscitation receives appropriate, personalised support.
- Cardiopulmonary resuscitation has become a mechanism to reduce social inequalities, not another measure of them.

Being insight driven, inclusive and diverse in everything we do, is vital to our work moving forward.

We hope you will want to be part of this exciting new chapter for the organisation and our cause. Join RCUK and challenge us and all people working in the field of resuscitation to close the gap with the global leaders in survival, ensure the entire Chain of Survival operates consistently at world-class levels and ensure that cardiac arrest survival is no longer another area of health inequality.

## Our people

What makes RCUK special is its people and our access to some of the world's leading experts in the field of resuscitation.

As well as a dedicated in-house team, we're also lucky to have an amazing UK-wide army of volunteer instructors who are crucial to our ability to save lives through resuscitation. Working tirelessly to educate and train others, they are the bedrock on which we build our ambitions for the future.

We have a bold vision, and the determination, expertise, and ability to save more lives. **We invite you to join us.**

# Our Vision



## Saving lives underpins everything we do.

Sudden death from a cardiac arrest is one of the leading causes of death in the UK and it can strike anyone, at any time, anywhere.

To combat this, we're educating the public and healthcare professionals in all aspects of cardiopulmonary resuscitation (CPR).

<sup>i</sup> Based on University of Warwick Out-Of-Hospital Cardiac Arrest 2021 data for England

<sup>ii</sup> Based on key statistics from the national in-hospital cardiac arrest audit (NCAA) for 2021/2022. (173 participating hospitals). These incidents are defined as any resuscitation event commencing in hospital where an individual receives chest compression(s) and / or defibrillation and is attended by the hospital-based resuscitation team (or equivalent) in response to a 2222 call.

## We have set out four goals that we are determined to achieve by 2030 in partnership with the resuscitation community:

- Everyone should receive appropriate cardiopulmonary resuscitation (CPR) treatment in clinical, community and care settings, underpinned by the comprehensive availability of evidence-based clinical guidelines, training and life-long learning.
- Survival rates for out of hospital cardiac arrest match world-leading comparators.
- Everyone affected by involvement in a Cardiac Arrest (CA) and the provision of cardiopulmonary resuscitation receives appropriate, personalised support.
- Cardiopulmonary resuscitation has become a mechanism to reduce social inequalities, not another measure of them. whether or not they want to be resuscitated.



# Our people are our strength

Our members and volunteer Instructors include doctors, nurses, resuscitation officers, paramedics, other healthcare professionals and non-clinical members of the public.

They are experts in a wide range of clinical settings including primary care (general practice), ambulance services, emergency and acute hospital medicine, intensive care and anaesthesia, cardiology, and end-of-life care.



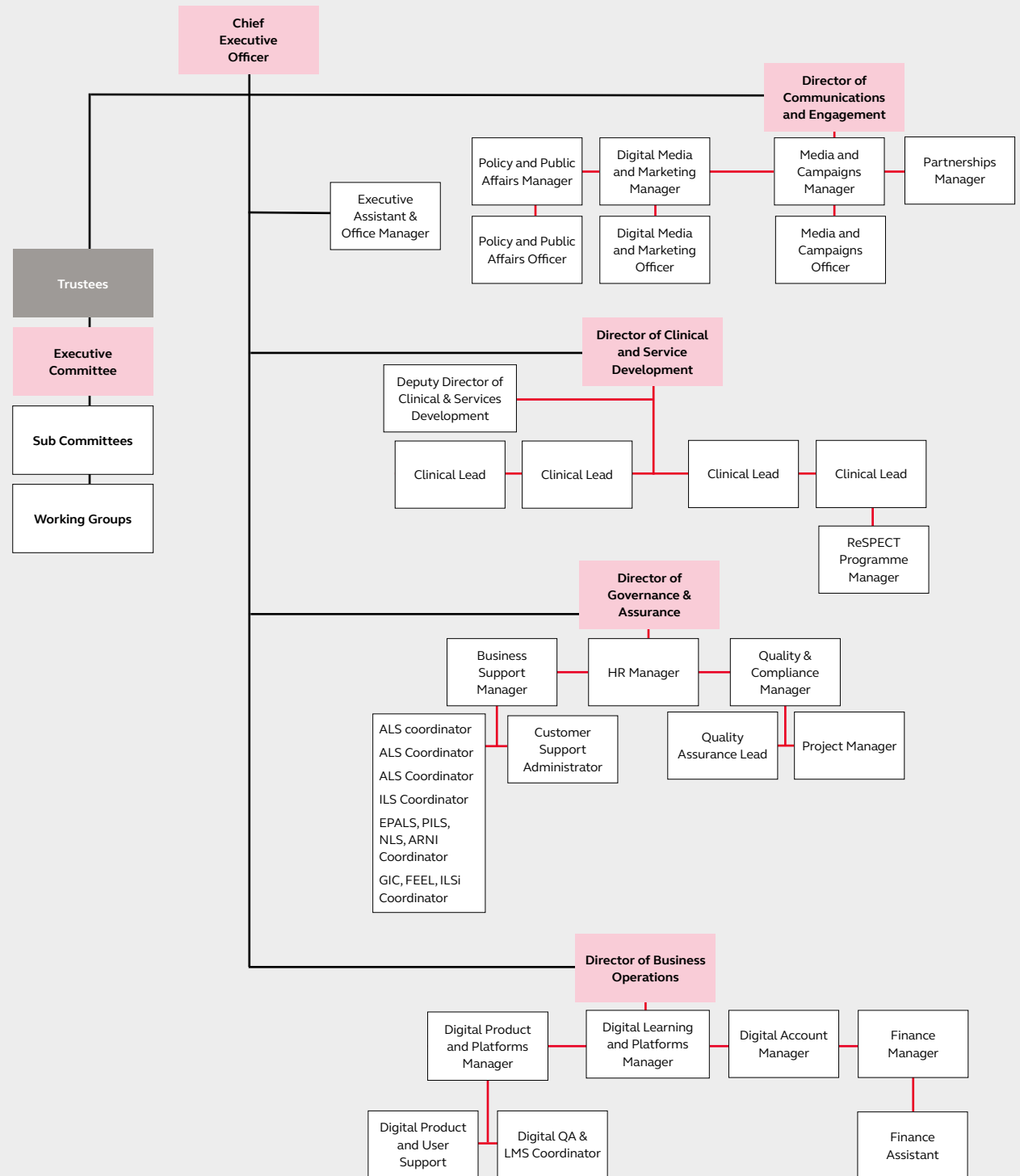
# Who we are

RCUK is led by our Chief Executive Officer and senior management team on behalf of the Trustees, by whom we're governed.

Our seven Trustees include the President, Vice-President, Honorary Treasurer and Honorary Secretary. The CEO and the Board of Trustees are advised by a 25-person Executive Committee, 12 of whom are elected from, and by, RCUK Full members.

Members of our Subcommittees and Executive Committee are part of the national and international community of resuscitation practice. Experts are involved in national groups and organisations such as the Out-of-Hospital Cardiac Arrest Expert Advisory Group (NHS England and Improvement), National Cardiac Arrest Audit (NCAA), and National Confidential Enquiry into Patient Outcome and Death (NCEPOD).

Many of these experts are influential not only in Europe as Members or Chairs of committees within the European Resuscitation Council (ERC), but also within the International Liaison Committee on Resuscitation (ILCOR) community.



# What we do.

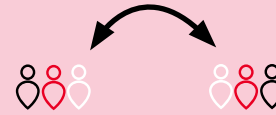
The more people we educate, the more people will survive cardiac arrests in the future.

In 2021/22, 17,000 RCUK Instructors trained over 155,488 healthcare professionals, including doctors, nurses, paramedics and other allied healthcare professionals.



## We create guidelines

Based on the best available evidence, we create NICE accredited guidelines for healthcare professionals, health service managers, patients, their families and carers, and members of the public involved in resuscitation. With the latest editions published in May 2021, these are tailored specifically to clinical practice in the UK. They are a crucial part of the toolkit our volunteers use to arm people with the necessary skills to resuscitate.



## Working in partnership to effect change

We enjoy an enviable position as the acknowledged expert organisation in the field of resuscitation. We also work closely with charities and other professional organisations including the Royal Colleges to develop Quality Standards for CPR Practice and Training and to ensure their continued provision and delivery as part of statutory training and professional development. We ensure that resuscitation continues to be seen as a priority area for decision-makers in government, the NHS and the wider stakeholder community. We understand that significant improvements in survival will only be achieved by strategic, system-wide developments. That's why we've played an active role in multi-partner campaigns to ensure that school students receive CPR training and that defibrillators are properly mapped. We're proud of our role coordinating Restart a Heart and we are delighted to partner with a number of community-led organisations that can help us reach diverse communities and address the health inequalities that exist around cardiac arrests.



## We provide training and training materials

We're respected nationally and internationally for our high quality, evidence-based resuscitation training and training materials. Our courses in adult, paediatric and newborn resuscitation are developed by a number of subcommittees, comprising healthcare professionals and educators representative of the core subject group, and they're delivered by a network of over 17,000 trained Instructors.

# What we do continued...



## We've developed products that help save lives

Designed to support healthcare professionals, iResus is a free app which enables users to access the latest resuscitation algorithms. We've also developed our Lifesaver portfolio, which allows viewers to step into an emergency situation and learn the crucial skills needed to save a life. Whether you want to offer CPR and choking training to your employees or students, or want to learn yourself, we have an engaging way for you to learn what to do.



## Restart a Heart Day

We lead the Restart a Heart campaign, a national collaborative, with the British Heart Foundation, St John Ambulance, British Red Cross and Association of Ambulance Chief Executives. This annual campaign aims to teach vital life-saving cardiopulmonary resuscitation (CPR) skills to as many people as possible.

The 2022 campaign received over 180 pieces of national and regional coverage. Our CPR video, which featured the famous actor Connor Swindell's was viewed 2.1 million times on social, and the CPR TikTok dance with Oti Mabuse, from Strictly Coming Dancing, received 20.6k views.

In 2020/21, iResus had over 45,000 downloads.

And since spring 2013, an estimated 2 million people have accessed Lifesaver across all platforms.

During the 2021 Restart a Heart campaign, #RestartAHeart reached over 15 million people and we estimate that over 100,000 people across the UK attended face-to-face training.



# What we do continued...



## ReSPECT

We're leading the development and UK-wide implementation of ReSPECT, the Recommended Summary Plan for Emergency Care and Treatment, designed to be applicable to all patients in all care settings. ReSPECT encourages an informed and open discussion between patients and health professionals where the preferences and personal wishes of the patient are truly reflected upon.



## Scientific research and financial support

We promote research into all aspects of the science, practice and teaching of resuscitation techniques, and provide financial support for suitable projects through our £150,000 annual research fund.



## CPQR Code

We have created the "CPQR code" a heart shaped QR code that directs people to a short video on how to do CPR. Like the pink Ribbon, or the Remembrance Poppy, the CPQR code is an icon that can be used by anyone and everyone who wants to raise awareness for the importance of learning CPR. It's an emblem with a twist: its design holds the information needed to learn and save a life.

Scan it. Learn it. Save a life.



## Heart of West London Partnership

We have partnered with Brentford Football club and a number of leading charities to form The Heart of West London (HoWL) partnership. Together, we will use the power of sport and our collective voice to change the game for cardiac health in west London and have recently created a unique CPQR code for the Brentford players shirts.

Research study topics funded over the last few years include AEDs within urban and rural areas, the development of human models for resuscitation chest compressions, the experiences of paramedics taking part in large randomised airway trials and developing a quality of life instrument for survivors.

Since ReSPECT's national launch in 2016, we have seen a huge uptake across the UK's health and social care system.

It is now recognised in all areas of the UK, with 80% adoption in England and within some health boards in Scotland. ReSPECT has also been incorporated into the national ACP in Northern Ireland with plans to implement in 2023.

# What our staff say



*I started working at RCUK just over six months ago, and the first thing that struck me was how passionate everyone was to give people across the UK the skills to save a life. I've loved being a part of RCUK – we've launched some very successful campaigns in 2022 and reached audiences we haven't previously been able to. I am really excited to see what 2023 holds.*



**Stella /  
Media & Campaigns Manager**

*I've worked for the organisation for a few years, and before that on one of the sub-committees. I've watched it grow from strength to strength, maintaining our core mission, where everyone will know how to save a life. It's great working for an organisation where every day, you can see where we are making a difference in hospital care or in the community.*

*RCUK is a caring organisation where every member of the team has a voice and where each person is supported to deliver their best*



**Adam /  
Deputy Director of Clinical & Services  
Development**

*I joined RCUK in July 2022, prior to joining I had worked on a variety of contracts with Not-for-Profit organisations. RCUK is the most authentic, ambitious and purpose driven organisation I have worked for. Words like excellence get thrown around a lot these days but excellence is exactly what you find here and what everyone strives for both internally and externally. RCUK's origins are in clinical excellence, excellence in all that we do is the mindset, leadership approach and culture. They know their strength lies within their people and their community and they are not afraid to empower them.*



**Sarah /  
Business Standards Project Lead**

# What we can do for you

We recognise the commitment and efforts our employees make to keep our organisation running smoothly and efficiently - so in return, we offer a wide range of staff benefits.

We always seek to balance business needs with a flexible approach to working styles and preferences.

We have a strong commitment to inclusion and diversity and will support Access to Work applications.

## **Holiday allowance**

30 days' annual leave for the first six years, thereafter increasing to the maximum which is 33 days.

## **Personal Accident Cover**

If, after the successful completion of the probationary period, you die during your period of employment as the result of an accident, personal accident insurance benefit based on three times your annual gross salary will be paid to your nominated trustee.

## **Private Medical Insurance**

After three months of working with us you'll be invited to join the private healthcare scheme, currently administered by Aviva.

## **Pension Plan**

A workplace pension scheme where we contribute 8% of your salary into the scheme. The scheme is activated after three months of employment.

## **Interest-Free loans**

Permanent employees (after successful completion of their probation period) can apply for an interest free travel and / or tenancy deposit loan up to a total of £10,000. This is deducted from your monthly salary.

## **Life Insurance**

If, after the successful completion of your probation, you die during your period of employment, life insurance consisting of three times your annual gross salary will be paid to your nominated trustee as a tax-free lump sum.



# How to join us

To apply for this exciting opportunity, please contact [recruitment@resus.org.uk](mailto:recruitment@resus.org.uk)

We will require:

- A comprehensive CV, specifying significant achievements in your career to date
- A supporting statement, of no more than two sides, explaining how your skills and experience can support and add value to our organisation
- A completed diversity monitoring form



If you need any assistance with the application process, adaptations or modifications for interview, please let us know.

We welcome and will accept applications using an alternative process (such as video or audio applications). Please contact us on email or by phone to discuss this prior to submitting your application.

To arrange an informal discussion about the role, please email [recruitment@resus.org.uk](mailto:recruitment@resus.org.uk).