

Restart a Heart 2023

Digital Communications Pack



Key Messages and Aims

Background information and the focus for 2023

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 or 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 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.

This year is the 10th Restart a Heart and the sixth World Restart a Heart campaign.

RSAH 2023 | Your two hands can help save a life

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 2023 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 actively promote the use of public access defibrillators. 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 2023

Key messages

- The UK's defibrillators are disproportionately found in more affluent areas with lower residential population density. This contrasts with poorer parts of the country, where incidence of cardiac arrest is higher, but defibrillators are found less often.
- Anyone can use a defibrillator – they tell you exactly what to do.
- CPR and defibrillation within **3 - 5 minutes** of collapse can significantly increase the chances of survival.¹
- Register your device on **The Circuit** to ensure ambulance services can direct bystanders to their nearest defibrillator, which could be crucial in helping to save a life.



Supplementary stats

- Each year, roughly 80,000 people suffer an out-of-hospital cardiac arrest – that's around 200 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.
- The chance of surviving a cardiac arrest is tripled when an AED is available via a public-access defibrillation programme.
- 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**.²
- In Yorkshire and the Humber in 2021, 82.5% of out-of-hospital cardiac arrests happened **at home**.³
- In the West Midlands, 10.2% of out-of-hospital cardiac arrests happened **in a public place**.⁴
- In 2021, 18% of out-of-hospital cardiac arrests in the South West of England happened **in a public place**.⁵

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)



Guidelines and Information

In 2023, 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 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

Logo



#RestartAHeart
October 2023

Tagline

Your two hands can help save a life

Supporting digital imagery

**Your two hands
can help
save a life**



> [Download the .PSD and .JPGs](#)

Colours

Red Swatch is #ee3b34
CMYK is C 0 M 87 Y 78 K 0

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.

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.

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

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.

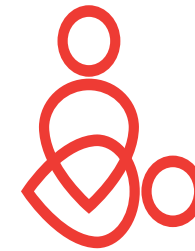
6. If you have a defibrillator, switch it on and follow the instructions

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.



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 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 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 #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, 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

Each year 80,000 people have a cardiac arrest outside hospitals. In moments like these, defibrillators can save lives. But in deprived communities, where cardiac arrests happen more, defibrillators are less available. Let's change this. #RestartAHeart resus.org.uk/RSAH

> [View more image assets for Restart a Heart 2023](#)

Image assets



> [View more image assets for Restart a Heart 2023](#)



> [View the Restart a Heart 2023 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.

These **CPR videos** will show you how to perform CPR. You can view them on 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 \(Accessible\)](#)



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



Download the CPQR code

<https://we.tl/t-rxc1l7rYEw>

