

Section 1 – Resuscitation to 2030

RCUK's mission - *to ensure that everyone has access to appropriate cardiopulmonary resuscitation*

1. What we're determined to achieve by 2030

- Everyone should receive appropriate cardiopulmonary resuscitation (CPR) treatment in a 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.

2. How will we achieve this

- By working in partnership with a wide spectrum of partners from the public, private and third sectors and with the wider public to act as a catalyst and acknowledged expert in resuscitation. This will ensure our impact is maximised and goes far beyond our actual size and resources. It will also move cardiac arrest into the wider public health arena, where it belongs.
- By lobbying and campaigning for cardiopulmonary resuscitation and out of hospital cardiac arrest research.
- By diversifying our product and customer bases and embracing innovation and using new digital tools for training, education and wider engagement and ensuring that our messaging and learning reflect the full range of communication and learning preferences.
- By ensuring appropriate guidance and training are embedded in entry and ongoing education for all staff at every level, and across the spectrum, of clinical and care sectors.
- By strengthening **all** links in the Chain of Survival, with particular focus on increasing the prevalence and effectiveness of bystander intervention through resuscitation training as lifelong learning.

- By working to ensure that appropriate person-centred support structures and services are available to all people impacted by resuscitation events – survivors and family members; bystanders; the bereaved; clinical and care professionals.
- By becoming an organisation that truly reflects and supports all sections of society, and embraces difference, while working as one.

We want RCUK to be recognised as being:

Expert, Evidence-based and Insight-driven

Passionate and compassionate

Inclusive

Innovative

Customer-focussed