**Restart A Heart – learn lifesaving skills to make a difference in your community**

A cardiac arrest is the ultimate medical emergency – where the heart suddenly stops beating. Early defibrillation within 3–5 min of collapse can increase survival rates by up to 50-70%.

Restart A Heart (RSAH), a Resuscitation Council UK initiative, starts on 16 October and continues throughout the month. This year the campaign is focussing on defibrillation awareness and access to this lifesaving device.

Recent data reveals that 61% of people aren’t confident enough to us a defibrillator, and research shows that access to one is lacking in the most deprived areas, which are among the communities at greatest risk of a cardiac arrest.

James Cant, CEO at Resuscitation Council UK, said: “Publicly available defibrillators are designed to be used by anyone, you don’t need training - it will provide clear instructions and talk you through what you need to do.

”Defibrillators are disproportionately placed in affluent areas; we need to change this and ensure they are located where the need is greatest. Anyone looking after a defib – such as those in charge of pubs, sports clubs, community centres, churches, village halls – should make it accessible to the public 24/7.”

During RSAH numerous events, both in person and online, will take place across the UK in schools, communities and workplaces, to increase the number of people trained in CPR and defibrillation awareness.

(Name of event organiser/organisation) have organised a RSAH event that aims to give the local community these lifesaving skills to increase survival rates in (place).

The event will be held at (location, date and time).

Quote from event organiser/organisation - suggested quote “With 80% of cardiac arrests happening in the home, it is vital that as many people as possible learn this lifesaving skill – It may be a loved one who suffers a cardiac arrest - and it’s crucial to begin CPR and defibrillation as soon as possible to help their chances of survival.”

For more information or to request for an interview please call **Name**, **Job title** on **number** or email **XX**

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Notes to editor

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1. Resuscitation Council UK, together with St John Ambulance, the British Heart Foundation, British Red Cross, UK Ambulance Services and other charitable organisations, are committed to ensuring that everyone has the skills to save a life. They are urging people to take part in the Restart A Heart campaign, to establish confident lifesavers across the UK – currently survival rates from out-of-hospital cardiac arrest are less than one in ten.
2. Owners of a defibrillator need to ensure the device is rescue ready and registered on The Circuit so emergency services know where they are - <https://www.thecircuit.uk/>
3. [Resuscitation Council UK](https://www.resus.org.uk/) is saving lives by developing guidelines, inﬂuencing policy, delivering courses and supporting cutting-edge research. Through education, training and research, we’re working towards the day when everyone in the country has the skills they need to save a life.
4. Early defibrillation within 3–5 min of collapse can increase survival rates by 50% - [https://www.resuscitationjournal.com/article/S0300-9572(21)00444-5/fulltext](https://www.resuscitationjournal.com/article/S0300-9572%2821%2900444-5/fulltext)
5. Recent data shows 61% of people aren’t confident enough to use a defib – <https://warwick.ac.uk/fac/sci/med/research/ctu/trials/ohcao/publications/surveys/attitudes_to_cpr_survey_2022_final.pdf>
6. You can access lifesaving resources at [www.resus.org.uk](http://www.resus.org.uk)