

A red waveform graphic on the left side of the slide, featuring a sharp peak followed by a smaller peak and then a smooth, rounded curve.

# Every second counts:

Digital communications  
toolkit - Spring 2024

A vertical column of purple teardrop-shaped graphic elements on the right side of the slide, arranged in a slightly curved line.

# Background information and key recommendations

## Background

**Every second counts: Tackling inequalities in resuscitation** warns that socio-economic deprivation, a person's ethnicity, or cultural background shouldn't determine whether a person is more or less likely to survive a cardiac arrest.

As part of the report RCUK commissioned research to understand the views and expectations of people from certain ethnic minority groups in England, around learning and performing CPR.

The UK lags behind other countries in CPR awareness and currently less than one in ten survive an out-of-hospital cardiac arrest. Simple, lifesaving skills and confidence aren't yet as widespread as they can and must be to save more lives.

As the national expert on resuscitation in the UK, RCUK have taken the evidence gathered in this report and made recommendations on ways to close the current gap of inequalities.

## Key recommendations

- ✓ **Legislate for CPR training to be part of driving licence tests.**
- ✓ **Continue to collect 'out-of-hospital cardiac arrest' data as part of national strategy.**
- ✓ **Increase bystander CPR rates through targeted monitoring of CPR training in schools.**
- ✓ **Westminster and the Devolved Governments to support and fund a public awareness campaign, targeting CPR training in cardiac arrest hotspot areas, through 'Restart a Heart' month.**
- ✓ **Prioritise public access to defibrillators in areas of high cardiac arrest incidence.**
- ✓ **Target CPR training resources for underrepresented occupational groups.**
- ✓ **Northern Ireland Executive to work with Resuscitation Council UK to create 'Save A Life Northern Ireland'.**
- ✓ **Government and local authority defibrillator initiatives to require registration onto The Circuit.**



# Key messages

## Main points and messaging from the campaign

- Socio-economic deprivation, a person's ethnicity, or cultural background shouldn't determine whether a person is more or less likely to survive a cardiac arrest. Routine collection of comprehensive data that effectively identifies and targets hotspot areas will be invaluable in tackling inequalities in out-of-hospital cardiac arrest.
- The report compiles important evidence of UK research on inequalities in resuscitation, and shows the huge disparities between rich and poor, and people from different cultural backgrounds, when facing the ultimate medical emergency.
- The UK lags behind other countries in CPR awareness and currently less than one in ten survive an out-of-hospital cardiac arrest. Simple, lifesaving skills and confidence aren't yet as widespread as they can and must be to increase survival rates.
- Early defibrillation can more than double survival rates, yet defibs are lacking in areas where people from ethnic minority backgrounds live – over half (56%) of these areas have no defibs in comparison to 31% of areas where predominantly white British people live.
- Strategies to increase bystander CPR must tailor resources to people from certain minority ethnic groups, where English is not the primary language, and where disparities in technology literacy and digital access exist.
- RCUK is recommending several initiatives to address inequalities in resuscitation including calls on Government to make CPR training part of the driving licence tests.





# Supplementary statistics

## Suggested stats for you to use to support the campaign

- Fewer than 1 in 10 people survive an out-of-hospital cardiac arrest.
- 80% of out-hospital cardiac arrests (OHCA) occur in the home.
- For every minute that a person in cardiac arrest doesn't receive CPR and defibrillation, their chance of survival drops by up to 10%.
- Devolved nations OHCA survival rates:
  - England: 7.8%
  - Scotland: 9.7%
  - Northern Ireland: <10%
  - Wales: <5%
- Over a third (38%) of UK adults have never undertaken any form of training to learn essential CPR skills.
- Over half (57%) of people from ethnic minority backgrounds claim to have some experience of heart related health problems.
- Just 22% of people from ethnic minority backgrounds in England received training in the last ten years, compared with 41% of the UK population in the same period.
- There are no defibs registered in 56% of areas in the UK where ethnic minority groups are the majority ethnicity – in comparison to 31% of White British areas.
- Nearly a third (32%) of people from ethnic minority backgrounds said they have had first or second-hand experience of cardiac arrest, yet six in ten (59%) said they lacked the knowledge and skills to perform CPR.
- 60% of people from ethnic minority backgrounds said they have never been trained in using a defibrillator, and a third (34%) mentioned a lack of awareness of training opportunities.
- Low socio-economic status means a person could be less likely to receive bystander CPR during a cardiac arrest, less likely to be near an accessible defibrillator, and ultimately, less likely to survive.
- Studies suggests that older adults and women may be less likely to receive timely CPR from bystanders compared with younger adults and men.
- It recommends that the UK should join nearly half of the countries in Europe, who teach CPR training through the driving licence test. Well over half (67%) of drivers in manual or 'unskilled' jobs depend on a private vehicle for transport to work.
- Defibs are lacking in the most deprived parts of the UK - almost half (44%) have no defibrillator registered on The Circuit, the national defibrillator network.





# Social media 'hero copy'

## Our main suggested post and copy for you to use to support the campaign

### Short version for X:

When somebody has a cardiac arrest, #EverySecondCounts, no matter who you are, where you're from or your socio-economic status.


@ResusCouncilUK's new report looks at inequalities in resuscitation and recommends initiatives on how to close the inequality gap:  
[www.resus.org.uk/every-second-counts](http://www.resus.org.uk/every-second-counts)

### Longer version for other platforms:


When somebody has a cardiac arrest, #EverySecondCounts, no matter who you are, where you're from or your socio-economic status.

@ResusCouncilUK's new report looks into the inequalities in resuscitation that affect people's chances of surviving a cardiac arrest and includes recommendations to Government on how to close the inequality gap.


Read #EverySecondCounts report in full on their website and download the PDF:  
[www.resus.org.uk/every-second-counts](http://www.resus.org.uk/every-second-counts)

 @ResusCouncilUK

 Resuscitation Council UK

 @ResusCouncilUK

 ResuscitationCouncilUK

 @ResusCouncilUK



# More social media posts

## More suggested posts and copy for you to use to support the campaign

Posts have been created to fit the X/Twitter character limit, please adapt for your preferred platforms:

— The new #EverySecondCounts report from @ResusCouncilUK focuses on inequalities in resuscitation that are connected to people's chances of surviving a cardiac arrest and shares recommendations on how to close the inequalities gap. Read on their website: [www.resus.org.uk/every-second-counts](http://www.resus.org.uk/every-second-counts)

— The #EverySecondCounts report from @ResusCouncilUK shares important evidence of research on inequalities in resuscitation, showing huge disparities between rich and poor, and people from different ethnicities when facing the ultimate medical emergency. [www.resus.org.uk/every-second-counts](http://www.resus.org.uk/every-second-counts)

— The #EverySecondCounts report commissioned by @ResusCouncilUK using #TheCircuit data from @TheBHF found that there are no defibs registered in 56% of areas in the UK where ethnic minority groups are the majority ethnicity. [www.resus.org.uk/every-second-counts](http://www.resus.org.uk/every-second-counts)

— As part of @ResusCouncilUK's #EverySecondCounts report, they're recommending several initiatives to tackle inequalities in resuscitation:

- Target CPR training in hotspot areas
- Make CPR training a part of driving licence tests
- Collect OHCA data across all four nations

— The UK lags behind other countries in CPR awareness and currently less than one in ten survive an out-of-hospital cardiac arrest.

@ResusCouncilUK's #EverySecondCounts report recommends several initiatives that can be implemented to increase survival rates. [www.resus.org.uk/every-second-counts](http://www.resus.org.uk/every-second-counts)

— Nearly half of countries in Europe teach CPR training through the driving licence test.

@ResusCouncilUK's #EverySecondCounts campaign calls on the UK Government to make CPR training part of the driving licence tests to reduce inequalities in resuscitation and save more lives.

— Low socio-economic status means a person could be less likely to receive bystander CPR, less likely to be near an accessible defibrillator, and ultimately, less likely to survive a CA.

@ResusCouncilUK's #EverySecondCounts report highlights initiatives to address this inequality.





# Guidelines and information

We are focusing on making sure **everyone** is...

## involved

in improving SCA survival rates by being empowered to take action and make a difference.

## included

in learning, through accessible resources, translate materials, and training sessions which speak their language.

## encouraged

to action our key recommendations and get trained in CPR.

Branding and visuals must remain consistent to ensure campaign visibility.

## Font

Arial

## Tagline

**Every second counts:**  
Tackling inequalities in resuscitation

## Colours

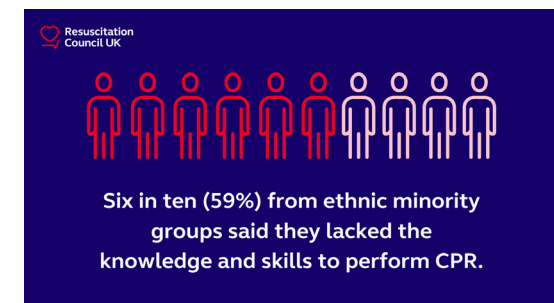
**Green swatch is #0CC061**  
**CMYK is C 71 M 0 Y 37 K 25**

**Blue swatch is #150069**  
**CMYK is C 33 M 41 Y 0 K**

**Red swatch is #e90023**  
**CMYK is C 0 M 100 Y 95 K 2**

**Pink swatch is #fac4cd**  
**CMYK is C 0 M 28 Y 7 K 0**

## Supporting digital imagery



> [Download digital assets](#)

## Contact us

If you have any questions, feedback or ideas, get in touch by contacting [communications@resus.org.uk](mailto:communications@resus.org.uk).



**SCAN IT. LEARN IT.  
SAVE A LIFE.**