Resuscitation Council UK

Restart a Heart 2026

Digital communications pack

Key messages and aims

Background information and the focus for 2026

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, St John Ambulance, the Association of Ambulance Chief Executives, NHS England, Save a Life for Scotland, St Andrew's First Aid, Save a Life Cymru, Northern Ireland Ambulance Service, and Royal Life Saving Society UK. In 2018, the initiative went global with the formation of World Restart a Heart (WRSAH).

Every October, 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 lifesaving 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.

Learn CPR, act fast, save lives

Crisis

Survival rates from sudden cardiac arrests remain stubbornly low in the UK, with fewer than 1 in 10 people surviving[1]. Even though CPR has been added to curriculums, millions of people in the UK won't have had an opportunity to learn this key lifesaving skill – putting lives at risk across the UK.

Opportunity

RSAH 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 encourage everyone to learn the steps to CPR and how to use a defib. 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 2026

Key messages

- A cardiac arrest is the ultimate medical emergency. Without immediate action, the person will die. Knowing CPR will give you the confidence to help save a life at home, school, work, or in public.
- CPR is a skill for everyone. During a cardiac arrest, we all have the chance to make a difference. Every minute without CPR and defibrillation reduces the chance of survival by 10%[2]. Let's make sure everyone feels confident, and ready to act when every second counts.
- Anyone can be affected by cardiac arrest, but sadly, not everyone has the same chance of survival. We must work to address inequalities in resuscitation, because it's not fair that who you are, where you're from or your socio-economic background could affect whether you survive.

Supplementary stats

- Early CPR can double the chances of survival.[3]
- Each year, roughly 40,000 people suffer an out-of-hospital cardiac arrest – that's over 100 people every day.[4]
- 80% of out-of-hospital cardiac arrests happen at home.[5]
- Every minute without CPR and defibrillation reduces the chance of survival by 10%.[3]
- Fewer than 1 in 10 people survive an out-of-hospital cardiac arrest.[6]
- 33% of people surveyed said they would feel not at all confident using a defib, while 28% said they would feel not very confident.[7]
- Only 14% of people surveyed said they felt very confident about using a defibrillator.[7]
- 55% of people surveyed feel they lack the knowledge and skills to use a defibrillator, and 42% lack the knowledge and skills to perform CPR.[7]
- To help save lives across communities we must target public-access defibs in areas where the data tells us they're needed most and ensure they are registered on The Circuit.
- 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 2024, 75% of out-of-hospital cardiac arrests happened **at home**.[8]
- In Yorkshire in 2024, 82% of out-of-hospital cardiac arrests happened **at home**.[9]
- In West Midlands in 2024, 11% of out-of-hospital cardiac arrests happened **in a public place**.[10]
- In 2024, 3% of out-of-hospital cardiac arrests in the South West of England happened **in a public place**.[11]

Key messages and aims | Nation specific messages

If you're looking for copy or inspiration for posts specific to Scotland, Wales and Northern Ireland, please look below and use these suggestions:

Scotland

In Scotland, just 9.6% of people survive an out-of-hospital cardiac arrest[12]. By learning CPR and how to use a defib, you are giving someone their best chance of survival. Let's create a CPR-trained society in Scotland this Restart a Heart month: resus.org.uk/RSAH

Northern Ireland

In Northern Ireland, less than 10% of people survive an out-of-hospital cardiac arrest[13] and only 55% of people in the country have received CPR training[14]. Give someone their best chance of survival this Restart a Heart month by learning CPR at resus.org.uk/RSAH

ResusReady | Background information and assets

What is ResusReady?

- Resuscitation Council UK (RCUK), in partnership with Save a Life for Scotland, have launched their free initiative that urges every organisation and individual across the UK to learn CPR and become ResusReady to help increase survival rates from sudden cardiac arrest.

  It only takes a few simple steps to become ResusReady. Organisations must have offered staff access to basic CPR training within the last 12 months or made them aware of free CPR training resources, such as first aid training. Individuals who sign up must have completed CPR training within the last 12 months.

  Once organisations sign up to become ResusReady it will pinpoint their location on an interactive heatmap on the RCUK website. Individuals will be able to contribute to how ResusReady their community is.

  RCUK want businesses and individuals to help light up the map to better understand where the resus inequalities exist and target CPR training where it is needed the most.

How you can support ResusReady

- Share our social media assets across your social media channels, using #RestartAHeart.
- Share our ResusReady film across your digital channels.
- Share the ResusReady website address www.resus.org.uk/resusready with any businesses or individuals that you know who are ResusReady.
- Sign yourself up as ResusReady!
- If it's been 12 months since you registered as ResusReady, make sure you renew your registration to keep your ResusReady status current.

Guidelines and information

In 2026, 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, tranlslated materials, and training sessions which speak their language.

involved
in improving sudden cardiac arrest survival rates by being empowered to take action and make a difference.

Branding and visuals

Branding and visuals must remain consistent to ensure campaign visibility.

Font

Source Sans Pro Bold

Aa

0123456789 !?.,/#
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Available in Adobe Creative Cloud Font Library

Logo

Tagline

Learn CPR, act fast, save lives

Colours

#E90023
C 0 **M** 100 **Y** 95 **K** 2

#150069
C 100 **M** 100 **Y** 27 **K** 27

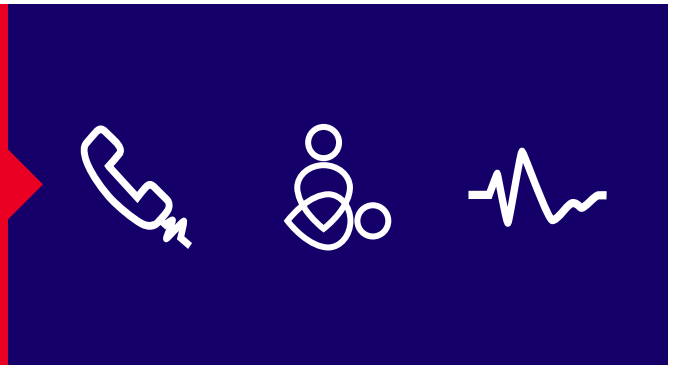
Guidelines and information

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. Check for a response.

Shout for help and gently shake the person who has collapsed to check for a response.

2. Call 999.

Put the phone on loudspeaker and tell them you are with someone who has collapsed and is not responding.

3. Look and listen for signs of normal breathing.

Look, listen, and feel for signs of normal breathing. The ambulance call handler will help you look for signs of life.

4. Start chest compressions.

- Interlock your fingers
- Place your hands in the centre of the chest
- Push down hard, about a third of the chest, and then release twice per second, and don't stop.

The ambulance call handler will help you.

5. The ambulance call handler will instruct you on how to perform CPR and 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
- an ambulance crew arrives and tells you what to do
- the person shows signs of life.

Resources for learning

- Browse additional resources for learning and teaching on the RCUK website: resus.org.uk/rsah
- Watch our Defib Dani animation to learn how simple public access defibs are to use: resus.org.uk/public-resource/defibrillation/defib-dani

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).

Contact your local ambulance service

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'.

Restart a Heart Live

Join Save a Life for Scotland on 1 October for their free, livestreamed CPR training event - Restart a Heart Live! Refresh your own lifesaving skills or use this event as a tool to teach others.

Run your own event

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 our website.

Become ResusReady

Whether you attend a community event or organise your own, remember to let us know you're prepared to step up in an emergency by registering as ResusReady!

Social media posts

Suggested posts and copy for your 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 opportuntities 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.

  Use #RestartAHeart to share these stories.
- Share the current best practice for bystander CPR with the sudden cardiac arrest animations.

Social messaging

Every minute in cardiac arrest without CPR and defibrillation reduces the chance of survival by 10%[2].

But by learning the skills to save a life, we all have the chance to make a difference. Let's make sure everyone feels confident, and ready to act when every second counts. Join us this Restart a Heart month by learning the steps to CPR: resus.org.uk/rsah

Image assets

Download assets and copy for social media

CPQR code

Additional resources

CPQR codes are designed to capture the attention of people in 'offline' settings. Once scanned, it will direct them to a webpage which includes the steps to CPR.

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.

Download the CPQR code on our digital assets page

Sources

1 https://www.resus.org.uk/professional-library/2025-resuscitation-guidelines/epidemiology-cardiac-arrest-guidelines

2 https://pmc.ncbi.nlm.nih.gov/articles/PMC2600120/

3 https://cks.nice.org.uk/topics/cardiac-arrest-out-of-hospital-care/background-information/prognosis/#:~:text=Defibrillation%20within%203%E2%80%935%20minutes,deployed%20before%20the%20ambulance%20arrives

4 https://www.resus.org.uk/professional-library/2025-resuscitation-guidelines/epidemiology-cardiac-arrest-guidelines

5 https://pubmed.ncbi.nlm.nih.gov/27865775/

6 https://warwick.ac.uk/fac/sci/med/research/ctu/trials/ohcao/publications/epidemiologyreports/ohcao_epidemiological_report_2024_england_overview_v1.0_09.09.2025.pdf

7 https://warwick.ac.uk/fac/sci/med/research/ctu/trials/ohcao/publications/surveys/

8 https://warwick.ac.uk/fac/sci/med/research/ctu/trials/ohcao/publications/epidemiologyreports/ohcao_epidemiological_report_2024_las_v2.0_12.09.2025.pdf

9 https://warwick.ac.uk/fac/sci/med/research/ctu/trials/ohcao/publications/epidemiologyreports/ohcao_epidemiological_report_2024_yas_v1.0_02.09.2025.pdf

10 https://warwick.ac.uk/fac/sci/med/research/ctu/trials/ohcao/publications/epidemiologyreports/ohcao_epidemiological_report_2024_wmas_v1.0_02.09.2025.pdf

11 https://warwick.ac.uk/fac/sci/med/research/ctu/trials/ohcao/publications/epidemiologyreports/ohcao_epidemiological_report_2024_swast_v1.0_02.09.2025.pdf

12 www.scottishambulance.com/media/pelfnspc/ohca-report-2023-24.pdf

13 https://www.health-ni.gov.uk/publications/community-resuscitation-strategy-and-reports

14 https://www.health-ni.gov.uk/publications/tables-health-survey-northern-ireland