



Restart a Heart Day
16 October 2020



Restart a Heart 2020

Claire Maynard

Social value - Improved public awareness, understanding and confidence with CPR that delivers impact to the community by enabling people to become active health citizens in their local communities and improving health outcomes.

Future aspiration - St John is relevant, inclusive and as diverse as the community it serves.

Measurement Framework

Aims

Connectedness - for our volunteers, to have a sense of pride, share and celebrate in their community and join other partners and Units.
Confidence - for our volunteers, to feel they can make a positive difference in supporting communities and growing bystander CPR.
Competence – for our volunteers, to be able to deliver quality CPR and AED sessions, growing and developing.

Focus

SJA need to remain active during this time in sharing advice and reminding the community 30,000 cardiac arrests occur every year in the UK. 80% of OHCA occur at home; with ageing population, more isolated areas and stretched services, BCPR is critical.

KPIs

Engagement – digital public sessions.
Exploring ESOL and appropriate resources for intergenerational / outreach to seldom heard communities, and those who are socially isolated.
people in communities being taught CPR or engaging with campaign.
90% of participants providing positive feedback post event.

Measurement

of visits RSAH/SJA webpage.
90% of participants providing positive feedback post event.
60% confidence in CPR.
75% BAME groups.
50% IMD 1 – 4.

What we did

- RSAH 2020 campaign for St John was mostly digitally-based, with the Community Engagement Team delivering targeted virtual sessions for specific groups. (BAME, high OOHCA, faith community groups.)
- No face-to-face demos were organised due to COVID-19 restrictions, to make sure we kept St John people and our local communities safe.
- The call to action for volunteers was to share and like our digital resources via our social media channels. However, that came with a side order of caution, due to a significant amount of trolling online about the new COVID-19 CPR protocol from RCUK and St John imagery.



Social Media

Totals across all channels

Reach	Engagement e.g. likes/comments
343,673	23,510

St John Ambulance @stjohnambulance · Oct 16
Did you know that heart attacks and cardiac arrests are not the same thing and require different treatment? Learn the different ways to help this [#RestartAHeartDay](#)

Learn more: sja.org.uk/RestartAHeart [#RestartAHeart](#)

Cardiac arrest vs Heart attack What to do:

Cardiac arrest

1. Call 999
2. Put a towel or item of clothing over the face
3. Perform chest compressions to the tempo of "Staying Alive". Do not give rescue breaths
4. Use defibrillator if available
5. Continue chest compressions until help arrives.

Heart attack

1. Call 999
2. Sit them down with head and shoulders supported, knees bent
3. Give 300mg of aspirin to chew. Do not give aspirin to the casualty if they are under 16 or if they are allergic to it
4. Monitor level of response.

St John Ambulance 13 October at 10:00
Do you know how to use a defibrillator? Every minute counts for someone in cardiac arrest, so consider this your inspiration to learn a lifesaving skill and give them the best chance of survival. [#RestartAHeart](#)
Take our free online module: <http://ow.ly/NwRG50B0n1F>

Find out how to use a defibrillator with our FREE online module



St John Ambulance @stjohnambulance · Oct 15
[#TBT](#) to one of our favourite shots from [#RestartAHeartDay](#) in 2019
Things look very different this year, but it still remains critical that you know how to step in if someone suffers a cardiac arrest. [#RestartAHeart](#)

Learn a lifesaving skill today: sja.org.uk/restartaheart



St John Ambulance @stjohnambulance · Oct 16
Today is [#RestartAHeartDay](#).

Five years ago, when he was at the gym, Steve suffered from a cardiac arrest. Thanks to two bystanders who stepped in to help, he's still here to tell the tale.

Would you know what to do if disaster struck? sja.org.uk/restartaheart



I had a cardiac arrest on a treadmill



St John Ambulance @stjohnambulance · Oct 16
Did you know that a third of UK adults don't know if, during [#COVID19](#), CPR should only be carried out by professionals wearing PPE? [#RestartAHeart](#)

It's vital you know how to give someone the best chance of survival. Learn more this [#RestartAHeartDay](#) sja.org.uk/RestartAHeart

CPR: GET HANDS ON!

[#RestartAHeart](#)
16 October 2020



Media Coverage

BBC
SOMERSET

SUSSEX
EXPRESS

BBC
RADIO
Norfolk

- **BBC Norfolk** (interview with Peter Howie on the Breakfast Show)
- **Sussex Express** Series (multiple articles achieved in their local papers, including Eastbourne Herald, Brighton and Hove Independent, Rye Observer etc. using the Sussex based case study, and mention of St John Ambulance included).
- **BBC Somerset** (interview with Selina Taylor on drivetime)



Harbour Radio

16 October at 19:34 · 🌐

Today is Restart A Heart Day

People are being encouraged to learn CPR, so my Question of the Week this is....

Should high school kids be taught CPR and first aid, in general, as part of the National Curriculum?

Let me know your thoughts.....JT



👑 Top fan

Claire Maynard Sja

It's happened! ❤️ CPR is on national curriculum as part of health education.

<https://www.sja.org.uk/.../campa.../every-child-a-lifesaver/> Young people are incredible, keen to learn and eager to help. Adults? Do you know CPR? 🙋 Today is #restartaheart Be like Riley! Put your hands together, take a pic and post it here **St John Ambulance Community Advocates - East Key Stage resources for Teachers** are available at <https://www.sja.org.uk/get-advice/first-aid-lesson-plans/> We ALL need to know CPR - *80% Cardiac Arrests* happen in the home...get all your family to know > Check out <https://www.sja.org.uk/restartaheart> ❤️ For every minute without CPR, survival drops 10%.



Not directly linked to RSAH, Richard Lee's (Chief Operating Officer) interview on **LBC** put CPR on the agenda



Media Challenges



News agenda: Very rapidly changing and packed news agenda – COVID -19 and the new tier 1/2/3 restrictions.

No volunteer demos: normally there would be regional media outreach by St John about volunteer activities, plus social interaction from the volunteers, providing content to be shared on the national accounts.

Trolling: Normally, St John push CPR advice out a great deal more, but due to recent trolling and conspiracy theorists' targeting the imagery around Covid-19 safe practise, it meant the wording/tone of voice/visual assets had to be adapted. Whilst striving to share information, it didn't appear to drive the engagement. There appears to be fatigue with social audiences at the moment.

Multiple organisations vying for space: Ambulance Trusts and Air Ambulance charities all released content locally/regionally. With a lack of national pick up by the media, local and regional media were choosing locally based organisations' content (such as Kent Air Ambulance), rather than national (such as St John).

Claire Maynard @ClaireM85 · Oct 21

This is #mysjaday & #RestartAHeart moment of the week! What a fantastic photo demonstrating how easy #HandsOnlyCPR is 🙌 I notice #Ganesh is joining in as well! #stjohnambulance #CommunityEngagement ❤️

Mitz @TweetingMitz · Oct 21
@stjohnambulance @BAPS @ClaireM85 Thank-you so much for your web session on how to perform CPR... my parents are learning to save lives! ❤️
#CPR | #StJohnsAmbulance | #RestartAHeart | #FirstAid



Claire Maynard @ClaireM85 · Oct 16
Today is #RestartAHeartDay but sharing #CPR 🙌 skills & myth busting #firstaid #AED is vital every day! #stjohnambulance supports #InclusiveEducation & #Diversity You need to know how to #RestartAHeart ❤️ Excited to host #NeasdenTemple #CommunityEngagement sessions #HappyNavratri 🙏

Neasden Temple @NeasdenTemple · Oct 16
Today is World Restart a Heart Day. #NeasdenTemple is collaborating with @stjohnambulance to provide free online CPR training. Anyone, of any ability or age, is able to register at eventbrite.co.uk/e/baps-... You could save a life!

#restartaheart #stjohnambulance

WORLD RESTART A HEART DAY

ONLINE CPR SKILLS SESSION

Wednesday 21 October 8.30pm & Wednesday 28 October 4.00pm
(for children and elderly)

Appropriate for all ages and abilities

Please register at
baps-restartaheart.eventbrite.co.uk



Claire Maynard @ClaireM85

What a wonderful night @sewaday @stjohnambulance ❤️ #CPR skills session, over 60 live connections with families joining together (& teddies too!) practicing #HandsOnlyCPR with increase of 73% #confidence 🙌 #FirstAid skills start with children knowing how to make an #EmergencyCall

Community CPR Skills Session

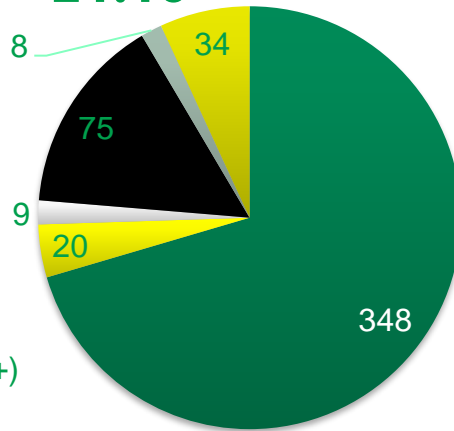
Exclusively for sewa day

#restartaheart

St John Ambulance

Restart a Heart 2020

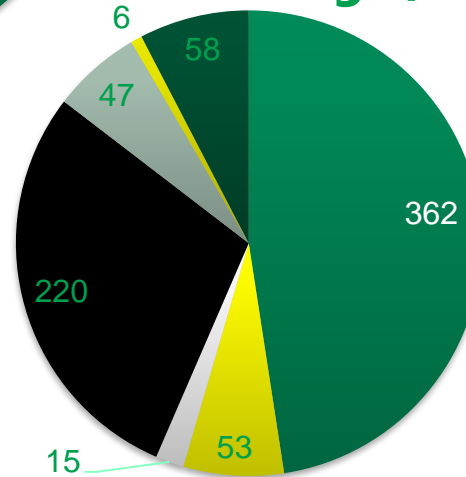
Age / Family Group - 21.10



- Adults
- Adults | Older Adults (65+)
- Children (Under 16)
- Children (Under 16) | Adults
- Children (Under 16) | Adults | Older Adults (65+)
- Older Adults (65+)

Attendees by age category

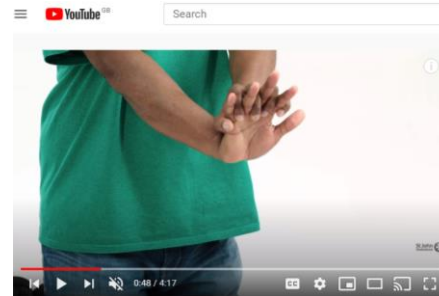
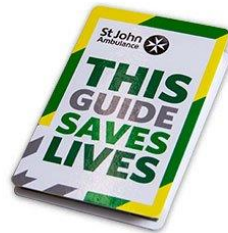
Age / Family Group- 28.10



- Adults
- Adults | Older Adults (65+)
- Children (Under 16)
- Children (Under 16) | Adults
- Children (Under 16) | Adults | Older Adults (65+)
- Children (Under 16) | Older Adults (65+)
- Older Adults (65+)

28.10 session advertised as intergenerational and audio Gujarati translation for elders. Result is more varied age groups and family structures.

Measuring impact and outcomes



Outcomes

Is the participant more confident and competent in their first aid skills and ability?



Impact

How many people does the participant inform about first aid skills?

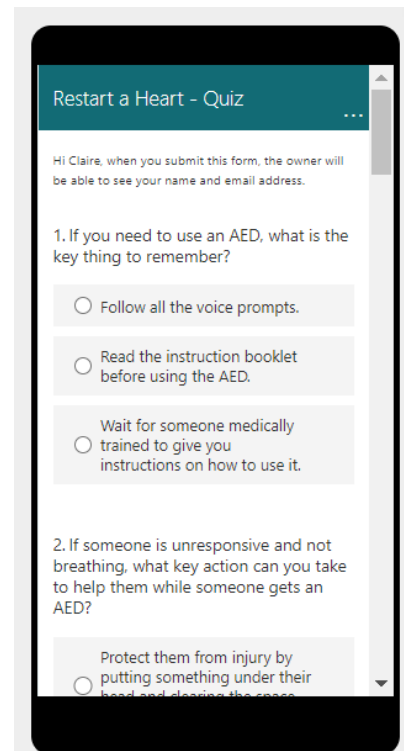
How often do they use the skills in first aid situations?

Satisfaction

Did the participant enjoy the session? Would they recommend it to others? Were their learning needs met? Did they get answers to their questions?

Retention

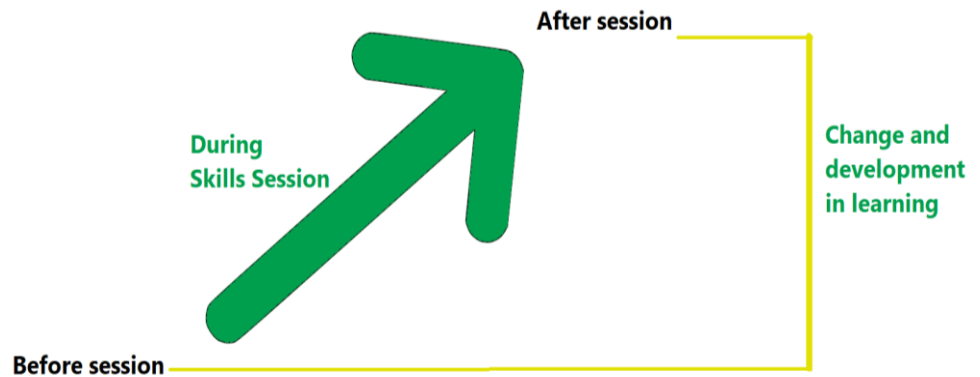
How much does the participant remember after 2 weeks, 2 months? What areas had most impact: Hear-See-Do Learning Method?



Educational Framework

In using an education outcome approach, we aim to measure a change in a learner. We hope to impact bystander CPR rates for Out of Hospital Cardiac Arrests. Outcomes for first aid education could include improving learners':

- **Skills**
- **Knowledge**
- **Confidence to help**
- **Critical thinking**
- **Willingness to help others in an emergency**

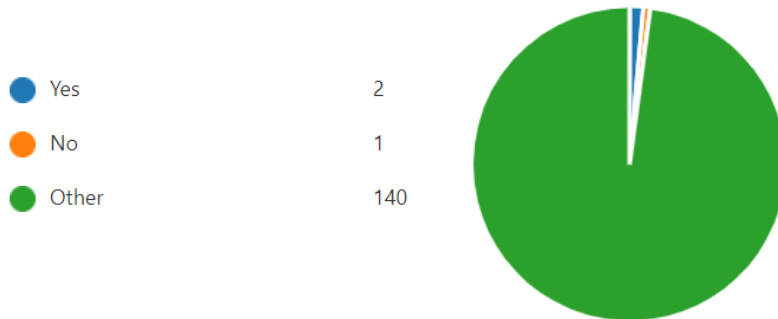


We can evaluate the outcomes at the end of the session with a survey. It is useful to follow this up with communications two weeks after the session to recap and extend the **legacy** of the skills exchange. Providing the links, overview of topics covered and signposting to additional materials with a **call to action** to share and increase skills.

Outcomes

Pre-session

Do you feel competent (able) to give CPR (or advice another person if you are unable)?



Do you know what differences between heart attack and cardiac arrest?



Do you feel confident that CPR will not harm or injure a person but give them a chance of survival?



Would you feel confident (happy) to give hands only chest compressions (CPR)?



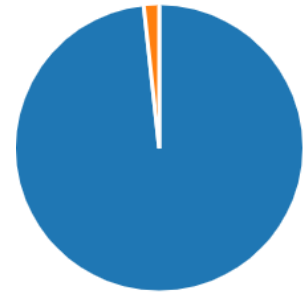
Do you feel confident to use an AED (Defibrillator)?



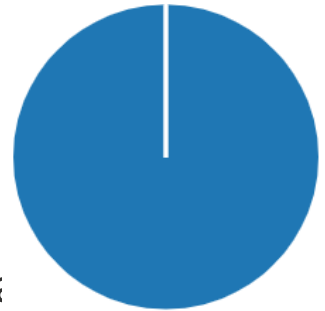
Outcomes

Post-session

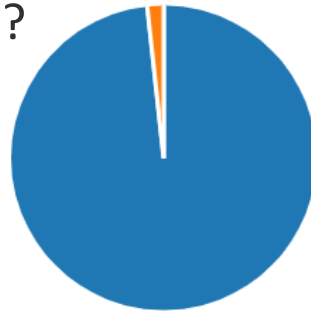
Do you know what differences between heart attack and cardiac arrest?



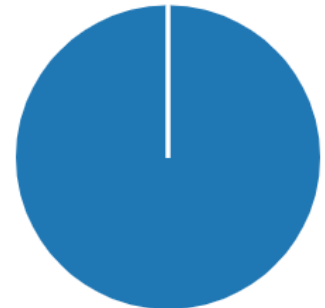
Do you feel confident that CPR will not harm or injure a person but give them a chance of survival?



Do you feel competent (able) to give CPR (or advice another person if you are unable)?



Would you feel confident (hands only chest compressions (CPR))?



Do you feel confident to use an AED (Defibrillator)?



Comments

We found the session really informative and the kids enjoyed taking part. Thank you very much for the important work you are doing to raise awareness and save lives!

Alpa Panchal

Thank you Claire for such a useful CPR Session me and my children learnt so much and now feel more confident that we may be able to save someone's life.

This session was so useful.

Ela Jagatia

Thanks ever so much for the online session. You did a fantastic job and presented it so well. Daksha Parekh

Thank you VERY much. Very, very kind of you. Wonderful session. Suhrad Jethwa

Thank you for delivering such clear, concise and potentially life saving skills - I found it extremely interesting and am grateful to you and our Mandir for providing the training.

Urvashi Jani

Really pleased to see lots of people registered. Thanks very much for the session yesterday. It was very well received.

Sejal Saglani. BAPS

Thank you and St John Ambulance for this wonderful training. It has given the community confidence. Feedback has been very good.

Kishor. Sewa Day

We would like to thank you for giving us the opportunity to share CPR skills.

Meena

Really worthwhile CPR session. Was useful to recap for our daughter who is part of Badgers and for us it was very helpful to learn and be aware of what to do to help save someone else's life.

Usha & Sunil

Good information and refreshed everything. Saryu

Thank you Claire for a very useful and informative session. Mamta

FAQs

Many participants want to ask questions. These are often perceived 'barriers' for people engaging with CPR, but need answering to ensure they feel confident, knowledgeable and competent. During RSAH sessions, ensuring consistent language and correcting terms that impede understanding is crucial.



How can I be confident that I am doing the right thing?

Can you recognise and respond? Start with DR ABC. Call for help!

Can I harm a person with CPR? A heart will stop beating after 4 -7 minutes without oxygen. Performing effective CPR will pump the heart, which keeps the patient's blood oxygenated giving them best chance of survival before they reach hospital. Rib fractures can occur, as long as the person doing CPR is compressing one half to one third of the person's chest depth (or at least 2 inches on an adult), the CPR is effective. Cracked bones are injuries that can heal within a few weeks.

I don't know the person or their medical issues? If the person is not breathing and unconscious, CPR is essential. If they are conscious and breathing, you can always ask what's happened, if its usual for them and then get help. Your role is not to diagnose, but to provide assistance in getting the right help in time. You're providing first aid if your actions are preserving life, preventing deterioration or promoting recovery.

What if there is someone more knowledgeable nearby?

You may be the first on scene, keep patient calm, raise the alarm.

Legislation – the fear of repercussion

At the start emergency first aid sessions, we mention (to remove any barriers or misconceptions) that *anyone* can provide first aid. Participants use critical and comprehensive listening once knowing legislative risk and responsibility is minimal.

- There have been no reported court cases in which someone has successfully sued anyone who came to help them in an emergency situation.

“Anyone who attempts resuscitation would only be liable if it could be proven that the intervention had left a person in a worse position than they would have been in had no action been taken. In the case of a cardiac arrest, this would be virtually impossible, since without intervention, death is inevitable.”



- Modern AEDs are very reliable and will not allow a shock to be given unless it's needed, which is detected through the pads stuck onto the patient.
- Act in good faith for the benefit of the person to improve their chance of survival.
- Follow instructions from: 999 dispatchers, AED or volunteer professional on scene.
- Follow guidelines recommended by authoritative bodies such as St John Ambulance, the Resuscitation Council UK, both in the teaching and practice of resuscitation techniques.
www.sja.org.uk/restartaheart



Recommendations

- Blended online and face to face sessions
- Informal learning, not a uniformed person
- Reduce need for equipment / technology
- Community leader co-host to increase participation and engagement
- Target high priority groups directly – personable approach, community networking

- Intergenerational, engaging sessions. Engage with the wider community: Faith groups, families, peers, community networks, sports and social clubs.
- Provide ESOL opportunities, ensure accessibility (literacy, geography, technology, language, age, faith, neurodiversity, physical or other disabilities); engage community members to advise on language, literacy and cultural awareness.
- Keep outcomes and impact in mind, ensure participants are listened to, valued, and leave with an increased level of confidence and ability to share their skills.
- Provide united representation – all St John People involved (CPR is for all).
- Opportunity for staff to join in – Employer Supported Volunteering.
- Educate: no assumptions of knowledge or terminology – keep it simple.
- Create packages suitable for diverse range of audiences for SJA volunteers to deliver locally, ensuring community delivery standard (not Training).
- Using one format of feedback for SJA and Resus Council UK data.

It is as important as ever that we engage and share emergency first aid information (CPR), challenge myths, educate around accessing and using AEDs and empower everyone to know that bystander action is key to patients outcome. Covid-19 has affected confidence in health outcomes, risk, responsibility and also increased the number of OOHCA.

St John Ambulance will have an active role in Restart a Heart 2021 campaign.

Await the plans for community engagement and activity....coming soon!



#RestartaHeart
16th October 2021

CPR: GET HANDS ON!

