



Northern Ireland Ambulance Service
Health and Social Care Trust



Community Resuscitation
Team

RESTART A HEART DAY 2019

Information Pack

ALL CITIZENS OF THE WORLD
CAN SAVE A LIFE



Dear Lifesavers,

Thank you for registering to take part in **Restart a Heart Day 2019**. You will be joining many people, communities and organisations across Northern Ireland who have signed up to provide life-saving cardiopulmonary resuscitation (CPR) awareness and training on **Wednesday 16 October 2019** (or during the week 14-20 October 2019).

Restart a Heart is a global event, making it the world's largest event of its kind – and each of you will be an important part of it!

Some of you may have been involved in our **Restart a Heart** campaign previously, while others will be taking part for the first time. By registering for this event, you are demonstrating your commitment to our goal of creating a **Community of Lifesavers**.

A cardiac arrest is the ultimate medical emergency and is when someone's heart stops and they are not breathing. Today, if you suffer an out of hospital cardiac arrest in NI, you have a one in ten chance of surviving. In places such as Norway, where CPR is more widely taught, survival is as high as four in ten. There are several other key factors to this success such as increasing the number of Public Access Defibrillators (PADs) in the community, but getting members of the public to initiate CPR before the arrival of an ambulance or a PAD is crucial. We want to equip as many people as possible with the skills and knowledge to potentially save a life in the future.

The purpose of this pack is to provide you with important information to consider before the big day so you are well-prepared for the event. If you would like any further help or support, please contact us at restartaheart@nias.hscni.net.

Thank you once again for your involvement - we're sure you will have a really memorable day. **Thank you for helping us build a community of lifesavers!**



Michael Bloomfield
Chief Executive
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Restart a Heart Day Frequently Asked Questions

What is Restart a Heart Day?

Restart a Heart Day is an initiative developed and launched by the European Resuscitation Council in 2013, to teach members of the public how to help restart the heart of someone who has suffered a cardiac arrest. This year again it will be a GLOBAL event.

Restart a Heart Day has become an annual life-saving event to encourage mass CPR awareness training on a global scale!

What date is Restart a Heart Day?

Restart a Heart Day will take place on **Wednesday 16 October 2019**, though events can take place any day of that week (14-20 October 2019).

Why should we support Restart a Heart Day?

Every year, around 1,500 people in Northern Ireland suffer an out-of-hospital cardiac arrest (OHCA). OHCA can occur anywhere, for example in the street, at work, or while exercising or doing other strenuous activity. Unfortunately, the vast majority of OHCA's happen at home, where family members are the only witnesses and the only ones with the chance to save their loved ones.

Bystander CPR by lay people increases the chance of survival by two to three times, however, today it is delivered in only one in five OHCA cases. That is why fewer than one in ten people survive. Increasing the rate of bystander CPR will undoubtedly save lives in Northern Ireland every year.

What are the aims of Restart a Heart Day?

Bystander CPR rates vary widely across Europe, with Andalusia in Spain as low as 12%, Germany 15%, through to very high rates in the Netherlands (61%) and Sweden (59%). The actual survival rate varies with the setting, with some countries as low as 6%, whereas countries with an excellent record in bystander CPR such as the Netherlands and Norway see survival rates as high as 40%.

“If we could improve rates of bystander CPR in Europe to the levels seen in these best-performing nations, then around 100,000 lives could be saved each year across Europe,” says Professor Maaret Castrén, Chair of the European Resuscitation Council. “We are certain that if more people were trained (eg all relatives of a high-risk population with cardiovascular diseases or families of people who have already survived a cardiac arrest or heart attack), 50% of the deaths by cardiac arrest could effectively be prevented.”

To put these numbers in context, the estimate of 350,000 OHCA deaths annually in Europe is equivalent to 1,000 deaths per day, every day of the year across Europe. By comparison, 28,000 people die across Europe each year in road accidents, but despite this, the figure invested in road and car safety each year is much higher than that invested in CPR.

What will the day involve?

On **Restart a Heart Day**, you can organise any kind of CPR training/ awareness event – it’s up to you how you inspire people to get involved! This could be Heartstart or Call Push Rescue training in schools or in the community, CPR training or awareness sessions in your workplace or an agreed public place, sponsored CPR training as part of a fundraising drive for a defibrillator for your group, a flash mob of people doing CPR The list of possibilities is endless!

What resources do you need?

The most important things you will need are an instructor and CPR manikins! There are many CPR instructors available within your local community – Heartstart instructors in schools and in the community, voluntary first aid organisations, first aid companies, your local health trust or education authority and NIAS staff to name a few examples. Training should be undertaken in an appropriately sized room with plenty of floor space to work on. Multimedia facilities (DVD player and large screen) may be useful if you are using resources from British Heart Foundation like the ‘Call Push Rescue’ DVD which is available free of charge or the ‘Skills for Life’ DVD where there is a suggested donation.

How can NIAS help?

Please be aware, due to the large volume of activities taking place, it may not be possible for NIAS staff to attend all events. Please contact us at restartaheart@nias.hscni.net for further guidance and support.

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What is the Chain of Survival?



The Chain of Survival describes four key, inter-related steps, which if delivered effectively and in sequence, optimise survival from out-of-hospital cardiac arrest. A chain is only as strong as its weakest link. Bystander intervention is vital to improve outcomes.

1: Early recognition and call for help

If untreated, cardiac arrest occurs in a quarter to a third of patients with myocardial ischaemia within the first hour after onset of chest pain.

Once cardiac arrest has occurred, early recognition is critical to enable rapid activation of the ambulance service and prompt initiation of bystander CPR.

2: Early bystander CPR

The immediate initiation of bystander CPR can double or quadruple survival from out-of-hospital cardiac arrest. Despite this compelling evidence, only 40% of people receive bystander CPR in the UK.

3: Early defibrillation

Defibrillation within 3–5 min of collapse can produce survival rates as high as 50–70%. This can be achieved through public access defibrillation, when a bystander uses a nearby AED to deliver the first shock. Each minute of delay to defibrillation reduces the probability of survival to hospital discharge by 10%. In the UK, fewer than 2% of people have an AED deployed before the ambulance arrives.

4: Early advanced life support and standardised post-resuscitation care

Advanced life support with airway management, drugs and the correction of causal factors may be needed if initial attempts at resuscitation are unsuccessful.

What are the key messages of Restart a Heart Day?

- A cardiac arrest is when the heart's electrical supply is interrupted resulting in the heart stopping pumping blood around the body.
- The heart is a pump which supplies oxygenated blood to all of the body, which is vital for bodily function.
- **If someone's had a cardiac arrest, they'll be unconscious, not breathing or not breathing normally. Call 999 immediately.**
- All the cells in your body require oxygen to survive. They also require a good supply of nutrients and the rapid removal of waste products. Oxygen and nutrients are carried around the body in your blood, which is pumped by your heart. In your lungs, oxygen enters your blood stream and carbon dioxide (a waste product) is removed in a process known as gaseous exchange. A cardiac arrest is when your heart stops beating. This is not the same as a heart attack, although a heart attack may lead to a cardiac arrest.
- There are numerous causes of cardiac arrests, including:
 - A disturbance in the heart rhythm
 - Heart disease/a heart attack
 - Drugs/poisoning
 - Traumatic injury/blood loss
 - Anaphylaxis (allergic reaction)
- If a cardiac arrest occurs, blood will stop circulating around the body. Breathing will also cease as well, though it may not stop completely for several minutes. Without a supply of oxygen, the cells in the body start to die. Brain cells are incredibly sensitive, after about four or five minutes of no oxygen, brain cells will begin dying, leading to brain damage and death.
- The purpose of CPR is to keep oxygenated blood flowing around the body to keep the vital organs alive. CPR itself will not restart someone's heart, it just keeps them alive until a defibrillator arrives. A defibrillator is a device which delivers an electrical shock to the heart to restart it.
- Approximately 1,500 people suffer cardiac arrests outside of hospital in NI every year. If this happens in front of a bystander who starts CPR immediately, the patient's chances of survival can double.
- Today, if you suffer a cardiac arrest out of hospital in NI, you have only a one in ten chance of surviving.

- Chain of Survival – early recognition and call for help, early CPR, early defibrillation, and early advanced care. A chain is only as strong as its weakest link. Bystander intervention is vital to improve outcomes.
- Compressions should be at the rate 100-120 per minute, 5-6cm compressing the chest and a ratio of 30 compressions to two breaths pressing on the centre of the chest.
- Chest compressions and ventilations slow down the rate of deterioration of the brain and heart.
- If a bystander is unwilling to do mouth-to-mouth, hands-only CPR is fine, with the simple message 'hard and fast' in the centre of the chest to the beat of 'Staying Alive' or 'Baby Shark'!. It is most likely that the students we are teaching will see one of their family members in cardiac arrest, so they may be more inclined to deliver rescue breaths if it is a family member.
- With each minute's delay of delivering a defibrillation shock to a shockable cardiac arrest, the chances of survival decrease by 10-12%. Public Access Defibrillators are very easy to use and widely available and should be registered with NIAS on www.nias.hscni.net/our-services/aed/register-aed/.
- Some people are afraid of performing CPR for fear of worsening the situation but if the patient does not receive CPR the likelihood is that they will die. On occasions, when performing chest compressions it is possible that you may crack ribs, this is normal and not something to worry about.

How can you make the most of the day?

Bring your CPR training to life on **Restart a Heart Day** by encouraging your participants to think about the wider aspects of how their health affects their heart.

- Talk about what a cardiac arrest is and bust the myths around doing CPR
- Explain the difference between a heart attack and a cardiac arrest
- Look at the impact of sport and exercise on a healthy heart
- Promote 'heart friendly' foods in their diet.

Any other helpful hints?

Take as many pictures as possible on the day and feel free to e mail them to us but please ensure you have consent for them to be posted on social media.

If possible please use social media, particularly Twitter and Facebook, throughout the day. Please post any pictures or updates - tag @NIAS999 on Twitter and Northern Ireland Ambulance Service on Facebook and use the hashtag **#restartaheart**.

Count the number of people taught on **Restart a Heart Day**. In order to feed into the national target of 200,000 people being taught in a day, it is important that you provide us with an accurate number of people taught.

Provide your post-event feedback. In order for us to accurately measure how many people are taught, we need you to reply to the post-event e-mail you will receive. This also helps us to receive valuable feedback so we can improve and build on the event for next year.

Any certificates provided by NIAS for the day are not certificates of competency. They are merely to acknowledge participation on the day.

What about media activity?

All regional media activity relating to Restart a Heart Day will be managed and co-ordinated by the NIAS Communications Team.

We will seize proactive and reactive media opportunities to highlight our role in the event and promote key public health messages relating to the benefits of bystander CPR, as well as early defibrillation, prior to the arrival of an ambulance.

It is anticipated that there will be extensive media interest in **Restart a Heart Day** as it is the largest mass CPR training event ever conducted.

There may be requests for photographers/journalists to attend events and any interviews will be managed by the NIAS Communications Team.

What can you do with photos taken on the day?

If you have consented for our staff to use photos of your event, these will be collected centrally by our Communications Team as a record of **Restart a Heart Day**. They may be used on social media, on our website or in internal publications. They may also be used in the media if the appropriate consent is received.

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How can you help to raise the profile of the event?

Take photos: All **Restart a Heart Day** volunteers are encouraged to take photos of the activities on the day and email them to restartaheart@nias.hscni.net at the earliest opportunity. Please check that people have consented to having their photograph taken.

- **Tweet:** If you have time, please Tweet! Make sure you mention @NIAS999 and #restartaheart.
- **Facebook:** If you have time, remember to post about your **Restart a Heart Day** activities on Facebook. Make sure you mention @Northern Ireland Ambulance Service and #restartaheart.
- Please ensure the event you attend has consented to publicity before posting any identifiable messages.
- When posting on social media, remember to be yourself, be factual, be professional, be interesting, be relevant and be sensible! For further guidance, contact the NIAS Communications Team, email john.mcpoland@nias.hscni.net or telephone 028 9040 0999.

Who can I contact for further information?

The main e-mail address for Restart a Heart day queries in NI is restartaheart@nias.hscni.net

Other contacts:

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