



Seconds count in a cardiac arrest

**CALL
PUSH
SHOCK**

**RESTART A
HEART DAY**
www.caa.net.au

16 OCTOBER 2021

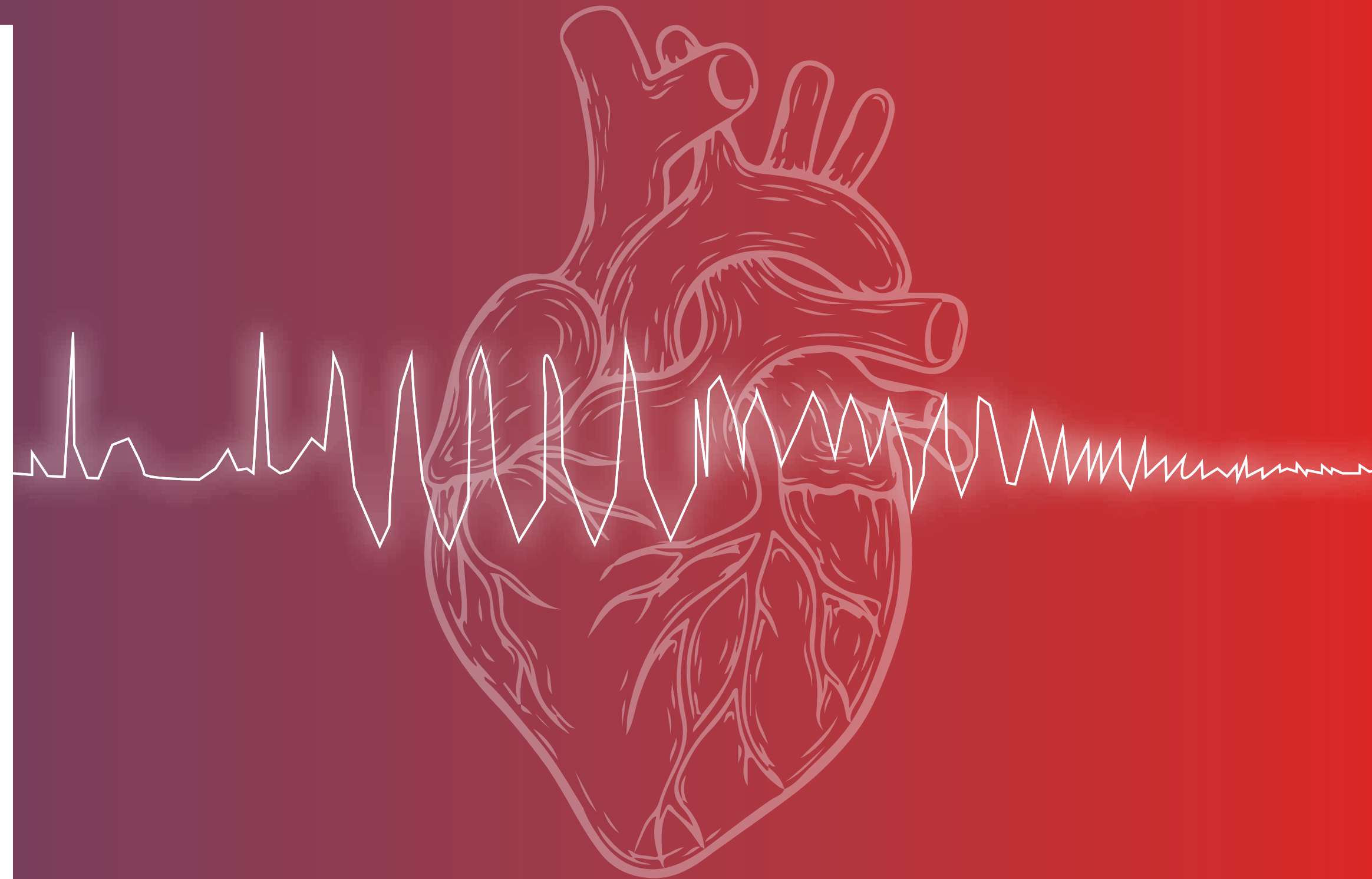
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**Only 1 in 10 people
survive a cardiac arrest**



Restart a Heart Day 2021



Every year around 34,000 Australians and New Zealanders suffer out-of-hospital cardiac arrest and sadly on average only 1 in 10 survive.



For every minute that a patient is in cardiac arrest and is not receiving CPR or an AED shock, their chances of survival drop by 10%.



The large majority (80%) of out-of-hospital cardiac arrests happen in our homes. Would you know what to do if you were the only one around and someone had a Sudden Cardiac Arrest? Most don't.



After 10 minutes without intervention the damage of cardiac arrest is nearly irreversible. **With your help... We can save lives and improve this horrific statistic.**





WELCOME



On behalf of The Council of Ambulance Authorities I am excited to share our plans with you for 2021 Restart a Heart Day and invite you to join us in supporting this life-saving campaign.

Restart a Heart Day (RAHD) was created to raise awareness about cardiac arrest and help health professionals improve survival rates from out-of-hospital cardiac arrest. The CAA has been running RAHD since 2017 and together with our ambulance member services, we have managed to educate over 50,000 members of the public in CPR and AED use.

This year our target is even higher and eventually we would love to grow RAHD to the point that every member of the public knows what to do if somebody has a cardiac arrest, knows how to perform CPR and is able to use a defibrillator (AED). I invite you to read over this pack and learn more about our campaign and the sad cardiac arrest statistics as well as what you can do to make a difference.

Funding from sponsorship/support will be used to finance CAA RAHD events, marketing collateral, media and brand engagements, and in part a CAA team member dedicated to these activities. I wish to thank you in advance for your support and look forward to welcoming you to the RAHD team.

DAVID WATERS
Chief Executive
Council Of Ambulance Authorities





LIFE CAN CHANGE IN A HEARTBEAT

JONTY'S STORY

SURVIVOR STORY

In one heartbeat on 16 September Jonty's life changed. It all started when Jonty was hanging out the washing at his Martinborough home. When suddenly he fell to the floor.



His step-daughter, Hannah, was in the kitchen and couldn't see him. Her initial reaction was that Jonty was mucking around. But she questioned the silence. It felt awkward, so she went outside to investigate and found Jonty sprawled across the deck not breathing.

Hannah panicked and screamed for her step-sister, Missy, who came running. For these two young women it was an emotional moment. Jonty's life was in their hands.

"We picked him up and laid him on the deck. I could see that he was turning blue; there was no movement in his chest. I went through my little checks – you're not breathing, your airways are open but you need help now," Hannah explains.

Jonty was extremely lucky that Hannah knew what had to be done and how to do it. She immediately got Missy to call 111 so she could start doing CPR.

"You never think you'll be involved in something as serious as this. We just couldn't lose him. Jonty has been such a big part of the last four years for me and mum – nothing else mattered in that moment, I was just like 'you're not dying with me here'."

Hannah's focus was on the CPR when the crew from Fire and Emergency NZ arrived followed by Wellington Free Ambulance Paramedics Andrew, Doug, Anne and Allan.

Wellington Free Ambulance paramedics got to work doing all they could to help Jonty survive; quickly and efficiently they managed to get Jonty's heart to start beating in a rhythm that could keep him alive.

"We're usually on the back foot and having to play catch up to improve the person's condition before we get a successful heartbeat again. Excellent CPR, an early shock from an AED – especially with where Jonty lives – in our opinion the two most important things had already been done when we got there," explains Paramedic Andrew.

Saving a life is about more than medicines and monitors; it's about human decisions. Hannah had acted quickly and decisively. This highlights the importance of people knowing how to do CPR in our communities.

Today, Jonty is back at home with his family and is grateful that help was there. "I'd like to think I have a lot of years left but that could have all been taken away. I'm really grateful that the support was there for me that day. I owe my life to everyone who helped me; I just can't thank everyone enough," Jonty says.

"Something like this does change your attitude. I am so fortunate to have my family around me. I could have been anywhere on the farm; the reality is that the outcome could have been a lot different."

What is Restart a Heart Day?

From our research and work on out-of-hospital cardiac arrests, we now understand that support from the public in the first 3-4 minutes is critical and drastically improves the chances of not only surviving the event but making a return to a healthy life.

While around 50% of out-ofhospital cardiac arrests (OHCA) are witnessed by a bystander and the majority of cases happen at home, survival rates around the world range from 2% to over 60%.

Ambulance services carry lifesaving skills and equipment but due to high demand in workload or remoteness of the event their time of arrival is usually around the 8-minute mark in metro areas and in excess of 10 minutes or more in rural and remote areas.

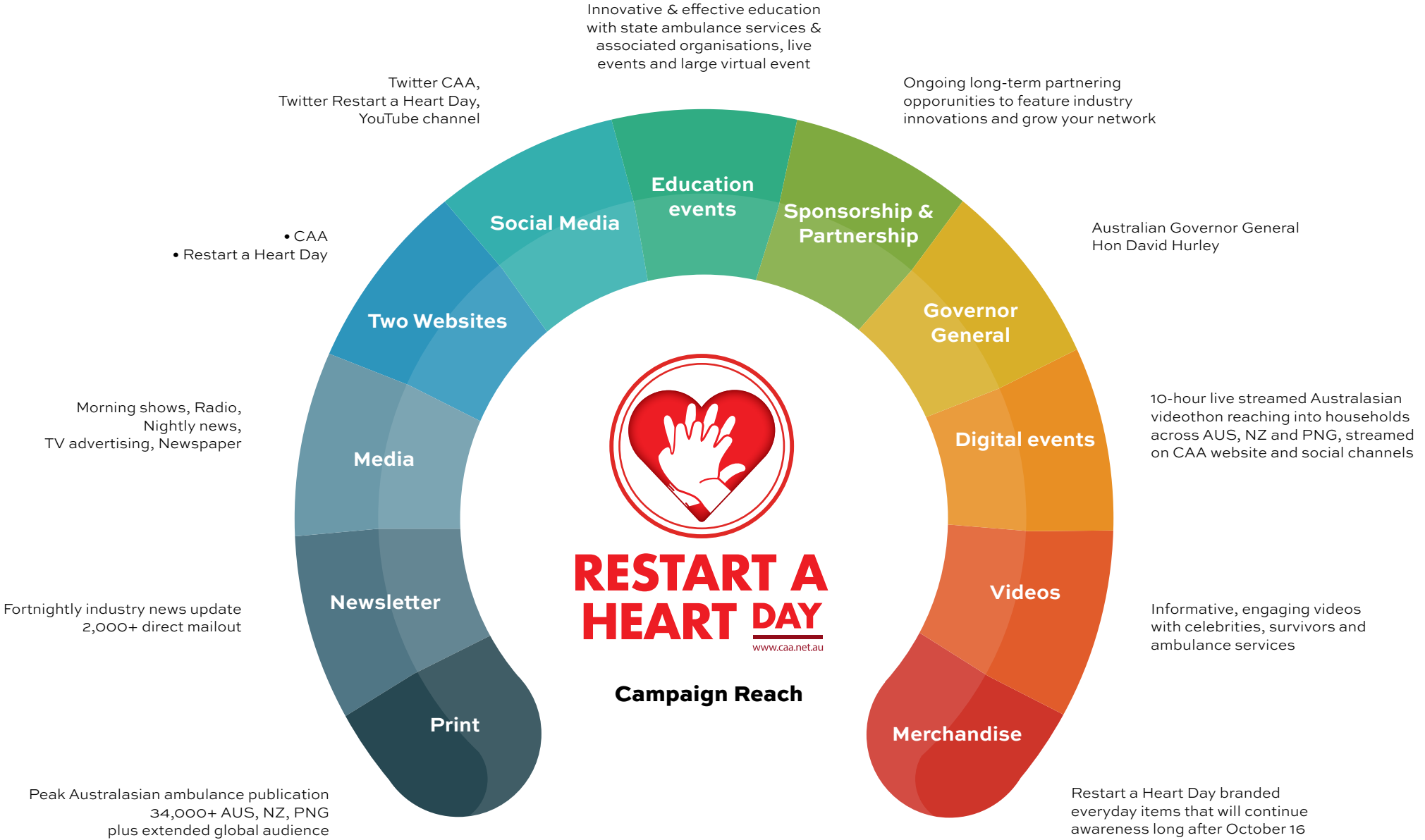
The campaign is designed to raise awareness around cardiac arrest, to shatter movie myths, and to engage the public in CPR and AED training so everyone will know what to do when their loved one or a stranger on the street has a cardiac arrest.

The importance of the public and our family and friends knowing what to do in case of cardiac arrest is crucial. This is where the RAHD campaign kicks off.

Since 2017 CAA and our member services have been organising events to grow awareness and educate the public in CPR and AED use. We have held events everywhere from schools, airports,

ambulance stations, parks and shared stories about our cardiac arrest survivals to encourage people to learn more about cardiac arrest.

In 2018 the Australian Prime Minister Scott Morrison launched the 2018 RAHD campaign and in 2019 the Australian Governor-General Hon David Hurley became the RAHD patron.



What is out-of-hospital cardiac arrest?

Due to misrepresentation in the movies, most people will think that a cardiac arrest is a heart attack and that performing CPR will magically bring somebody back to life.

Both of these statements are wrong.

Cardiac arrest is, for lack of a better word, sudden death. A person in cardiac arrest will collapse and stop breathing normally and should receive cardiopulmonary resuscitation (CPR) immediately. Cardiac arrest results for a number of reasons and your heart stops. The blood stops flowing through your veins and most importantly your brain stops receiving oxygen.

Cardiac arrest can be a result of a heart attack, which is actually a heart condition and not as many would think a cardiac arrest (sudden death). Cardiac arrest can result from drowning, drug overdose, massive trauma such as a car crash or a number of different medical conditions.

Cardiac arrest does not discriminate, it can happen to a 2-year old drowning victim, a healthy and fit prospective 23-year old athlete on a sports field, a hard working 50-year old mum or a 75-year old teacher enjoying his retirement years.

Cardiopulmonary Resuscitation (CPR) is performing chest compressions at the beat of about 120/minute at ideal depth of 4-5cm and is designed to push the blood around your body and to your brain. On its own CPR will not bring a cardiac arrest victim back to life.

For that to happen you need a defibrillator that will shock the heart back to a working rhythm.

We know that for every minute that your heart is not pushing oxygen around your body and to your brain the chances of survival drop by 10%. Around the 10-minute mark the damage to your brain is nearly irreversible.

Advances in defibrillator technology have produced the Automated External Defibrillator (AED) designed for ease of use by members of the public. Each unit comes with instructions on how to apply and use on a cardiac arrest victim with complete safety.



Is it a heart attack or cardiac arrest?

Circulation HEART ATTACK




A blockage or narrowing of the coronary artery, cuts off or reduces blood flow to the heart, causing damage due to lack of oxygen.


SYMPTOMS may occur **HOURS OR DAYS BEFORE** symptoms are recognised


 Chest Pain  Fatigue  Weakness  Nausea  Difficulty Breathing

IF YOU SUSPECT A HEART ATTACK CALL 000 IN AUSTRALIA OR 111 IN NEW ZEALAND

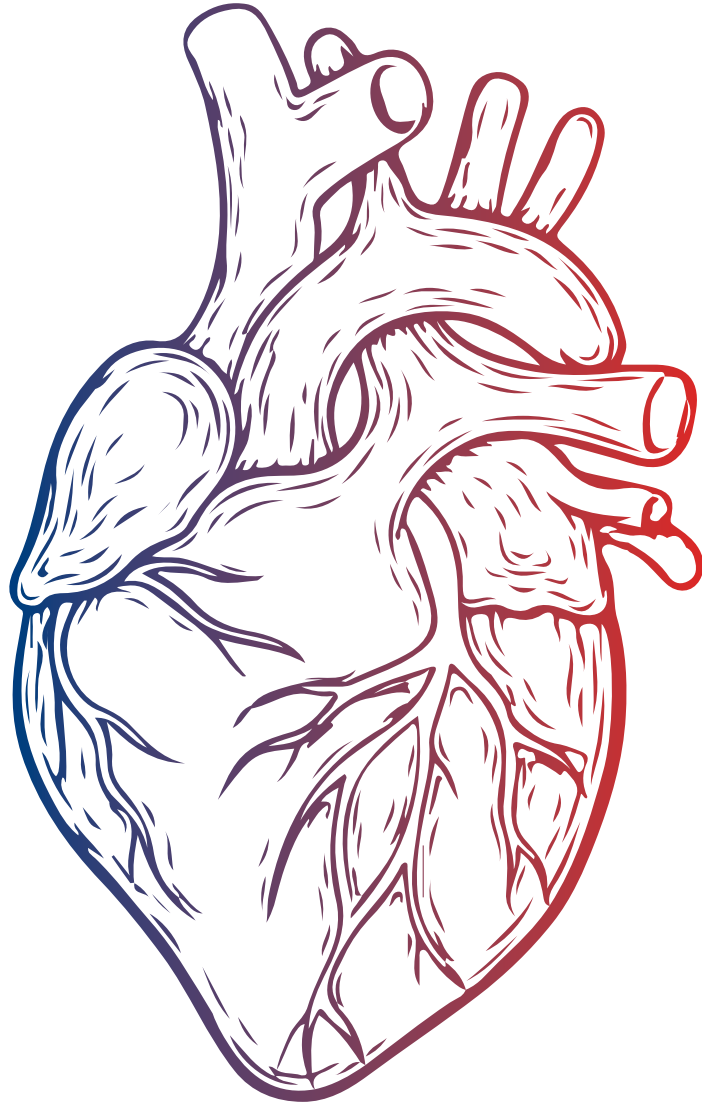
If you think someone may be having a heart attack, regard this as an emergency. Don't waste vital moments. Rather than going to a doctor's clinic, take these steps:

 **Call 000 or 111** and ask for an Ambulance Service and report a possible heart attack.

 **Give the person an aspirin** if you have any, unless the person has been advised not to take this particular medication.

 Make sure they **rest quietly** while you wait for transport or an ambulance.

If an ambulance is not readily available (for example, in some rural areas), quickly notify the nearest hospital, health clinic or the person's usual doctor for advice.



Electrical CARDIAC ARREST



The heart stops beating abruptly, either from a malfunction in the heart's electrical system or a sudden change in the circulatory system.

SYMPTOMS may occur **MOMENTS BEFORE** loss of consciousness & collapse

 Collapse  Unconscious  Not Breathing  No Pulse

IF YOU SUSPECT A CARDIAC ARREST CALL 000 IN AUSTRALIA OR 111 IN NEW ZEALAND



Make sure it is safe before approaching. **Check** for any response from the victim. Tilt the head back, lift the chin and check breathing.



If breathing is absent or not normal, **CPR** is needed: Place both hands in the centre of the chest and compress to the rhythm of "Stayin' Alive"
If you know how, provide two rescue breaths between every 30 compression, otherwise push the chest continuously
Push hard. Don't worry, you can't do any harm.



If someone is there to help, ask them to call 000 or 111, and fetch an **AED** if possible. If an AED arrives, switch it on immediately and follow the instructions.

**TAKE ACTION UNTIL HELP ARRIVES.
EVERY MINUTE MATTERS!**

Whether you suspect it's cardiac arrest or a heart attack, the first step is always to call 000 in Australia or 111 in New Zealand.



AN EXTRAORDINARY STORY OF SURVIVAL

GREG PAGE

SURVIVOR STORY

Greg Page, the original Yellow Wiggle was performing a reunion show of The Wiggles January 2020 when he collapsed on the side of the stage.

Greg suffered a cardiac arrest that night. Lucky for him a nurse was in the audience and knew exactly what to do. Two bystanders began performing CPR and another joined in and used an AED that was located at the RSL.

The AED delivered a lifesaving shock to his heart giving Greg a bigger chance for survival.

The bystanders in the audience who helped Greg that night, saved his life. Greg's survival story brings home the importance of public awareness and training in CPR and AED.

18 months on, Greg is alive, walking the streets of Sydney with his wife, writing new songs and passionately sharing his cardiac arrest story with the public.

Greg was one of the lucky 10% of people who survive and recover fully after a cardiac arrest event that occurs outside of the hospital. The fact that there was a trained nurse and a doctor who knew exactly what to do and several other bystanders who helped with CPR, paired with the fact that the RSL has an AED on-site ensured Greg received good quality CPR and a shock delivered by an AED before the ambulance even made it to the scene.

The paramedics that arrived on the scene stated:

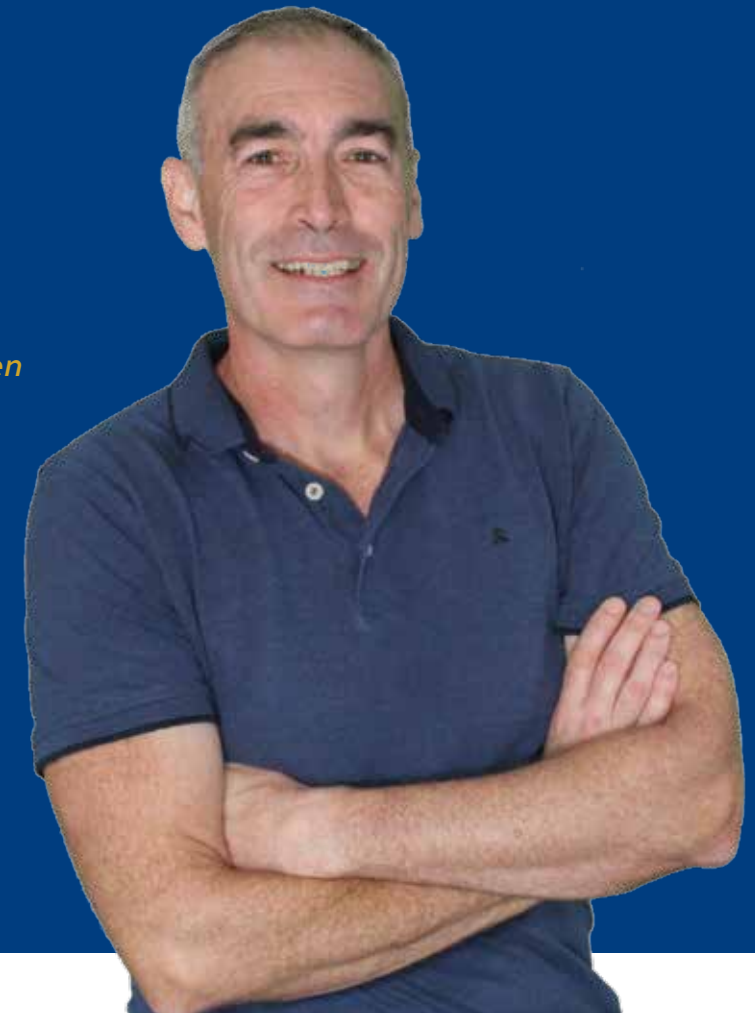
“It’s only through the efforts of the bystanders before we arrived that he’s alive today, it was actually an extraordinary story of survival.”

“Greg’s survival story shows how the public’s awareness of cardiac arrest, knowing CPR and having AED’s located in public areas make a life-changing difference. The fact that Greg uses ‘lucky’ to describe his survival paints a picture that much more work needs to be done to raise awareness and get the public engaged to support ambulance services in the battle of improving survival rates from cardiac arrest.”

– David Waters, CEO,
The Council of Ambulance Authorities

“Prior to my event, I had no real warning signs or symptoms that I could identify at the time – however, in retrospect, now that I have had a stent put into my main left artery, I can notice a difference when I am exercising. The shortness of breath (puffing!) that I was experiencing at the time, I just put down to age, but now I realise that it may well have been the fact that I had a partly blocked artery that was affecting me.”

– Greg Page



What can you do?

Reading through this booklet we hope you are now asking ‘What can I do to help? How can I join the Restart a Heart Day campaign?’ There are many opportunities to join the campaign.

As a business

There are many ways to get involved.

In addition to the Business Support Package advantages, you can discuss with us educational events to engage both your staff and clients in the campaign in a way that works for your brand.

Through sponsoring the CAA RAHD campaign, you provide us with much needed funds that help us put on events (live and virtual), get media coverage, organise ambassadors to participate at events, provide RAHD merchandising and education kits to the public and help us share these important messages.

All our business supporters will be provided with a merchandising kit to share with your staff and we will work with you in organising an education session for your team or get them to join our virtual sessions.

As an individual

You can find out where the nearest RAHD event is being held and come along to refresh your CPR skills, or you can organise your school, sports team or work crew to join an event or hold your own.

This year due to COVID-19 we will be holding a day long virtual RAHD event with our member services providing short 30min online education sessions, Q&A sessions with survivors and our RAHD ambassadors.

Become a Restart a Heart Day 2021 - Business Supporter

As a Restart a Heart Day Business Supporter you:

- Receive an AED (Automated External Defibrillator) for you to use in your business/organisation or donate to the community.
- Have the opportunity for a CPR and AED training session for your team with a local training provider (ambulance service, Surf Lifesaving, St John etc.).
- Receive an acknowledgement in the FIRST by CAA magazine.
- Have your logo linked on the Restart a Heart Day website
- Receive appreciation of support on CAA & Restart a Heart Day Social Media
- Receive a merchandising kit with Restart a Heart Day campaign collateral for your team.

\$5,000 AUD + GST

By joining the Restart a Heart Day campaign you will help us to raise awareness of CPR and AED use and contribute to the deployment of AEDs into local communities, saving lives and improving these survival numbers.



**RESTART A
HEART DAY**
www.caa.net.au





We look forward to discussing your involvement.
Contact CAA

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caa.net.au | restartaheart.net