

The **HEART** of the Community Initiative

How we're raising community awareness about cardiac arrest



1. SETTING THE AGENDA

- Determining the total number of accessible automatic external defibrillators (AEDs)
- Setting a target ratio of defibrillators to community population
- Registering defibrillators with the NSW Ambulance service
- Engaging with the local community, businesses and government
- Building community partnerships
- Fundraising in the community for the community
- Quantifying community benefits



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2. EDUCATION CAMPAIGN

- Engaging all levels of the community
- Organising community activities and workshops, eg BBQs
- Advertorials
- Social media and conventional media
- High profile ambassadors
- Information sessions to provide confidence!
 - 000 Process
 - What is a Sudden Cardiac Arrest
 - Cardiopulmonary Resuscitation (CPR)
 - Use of a defibrillator
 - Maintenance of a defibrillator
 - Liability
 - General questions
 - Sharing real-life stories of Sudden Cardiac Arrest
- Tailored training with culturally relevant resources and learning experiences
- Advocating for first aid training with CPR & AEDs
- Increasing awareness of Sudden Cardiac Arrest

3. SUCCESS

- Increased number of accessible defibrillators
- Lives saved
- Pre & Post MHF training surveys measuring impact on community members – knowledge and confidence
- Tracking impact surveys over 6, 12 and 24 months
- Community, industry and government collaboration
- Uptake of first aid training
- Framework recognised as community best practice

Turning Bystanders
into First Responders



NATIONAL STATISTICS

- There are between **22,000 & 30,000** incidents of cardiac arrest each year
- Out of hospital survival rates less than **9%**
- Without early CPR and defibrillation, after **4 minutes** brain damage occurs and after **8 minutes** there is little chance of survival
- Every year, **1 in 3** Australians die from cardiovascular disease
- **Up to 200** Australians, under 35 years, will die suddenly each year from cardiovascular disease
- Average response times of NSW Ambulance is between **8 and 11 minutes**



ABOUT US

The *Michael Hughes Foundation* is an Australian Registered Charity established in memory of Michael Hughes, who passed away from sudden cardiac arrest in 2013, aged 38 years.



The Foundation aims to raise awareness of this health issue, support the placement of defibrillators in the community, provide education on how to do effective CPR (in conjunction with a defibrillator) and provide confidence to the community to respond quickly and effectively in medical emergencies.

Our aim is to turn bystanders into first responders!



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HEART OF THE
COMMUNITY

CPR and defibrillators
save lives!