

# Working with partners to build CVD prevention messages into Restart a Heart Day

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## INTRODUCTION

The Restart a Heart (RSAH) campaign is an annual initiative led by the Resuscitation Council (UK) in partnership with the British Heart Foundation, British Red Cross, St John Ambulance and Yorkshire Ambulance Service (YAS). It aims to improve the low numbers of people surviving out-of-hospital cardiac arrests.

On 16 October 2019, Yorkshire Ambulance Service (YAS), supported by volunteers from partner agencies, provided CPR training to 46,531 students at 163 secondary schools across Yorkshire.

## METHODS

We wanted to build on the success of YAS's engagement with schools and capitalise school use of social media to share information about looking after your heart to parents/carers.

We asked schools to use their social media platforms to share prevention messages and One You tools on the lead up to Restart a Heart Day, as well as promoting the importance of learning CPR.

## CONSISTENT MESSAGES AND KEEPING IT SIMPLE



Figure 1 Example tweet - Whitley



Figure 2 Example tweet High Storrs



Figure 3 Example tweet Shafton

The CVD programme manager at PHE Yorkshire and Humber developed a social media briefing pack for schools and system partners to use. This was shared by YAS with the schools.

In parts of Humber, which are not included in YAS's geography, the PHE CVD programme manager worked with LIVES which were delivering CPR training in schools on behalf of East Midlands Ambulance Service.

Many system partners such as local authorities, clinical commissioning groups and hospital trusts also support Restart a Heart Day. We also asked them to promote the prevention messages via their social media platforms.

|  |       |
|--|-------|
| Impressions  | 1,114 |
| times people saw this Tweet on Twitter                   |       |
| Total engagements  | 9     |
| times people interacted with this Tweet                  |       |
| Likes  | 4     |
| times people liked this Tweet                            |       |
| Detail expands   | 2     |
| times people viewed the details about this Tweet         |       |
| Profile clicks   | 2     |
| number of clicks on your name, @handle, or profile photo |       |
| Retweets   | 1     |
| times people retweeted this Tweet                        |       |

Figure 4 Twitter engagement example

## LEARNING AND CONCLUSIONS

- **Look for existing successful programmes** to embed CVD prevention messages.
- **Messages need to be creative.** YAS Paramedic Dave Jones, illustrated through dance what a normal heart rhythm looks like, compared to a heart in cardiac arrest, this attracted 59,230 views on Twitter and 192,000 views on Facebook.
- **Use specific #** to help with evaluation. #OneYou and #Restartaheart were too generic.

## ACKNOWLEDGEMENTS

With thanks to all our partners, especially the secondary schools, for supporting our work

