

RCUK CPQR Campaign Social Media Toolkit



Key Messages and Aims

On Tuesday 16 August, RCUK is launching the **CPQR** campaign to the general public.

You are invited to help spread the message through your channels to help reach as many people as possible and encourage them to take 2 minutes from their day to learn CPR.

One day, with your support, we **will** increase the number of people who survive a cardiac arrest in the UK. Here's how you can help on 16 August:

1. Share the simple call-to-action CPQR code on your social media channels and direct traffic to resus.org.uk/cpr.
2. Add the CPQR code to your e-newsletter.
3. Use the (updated for post-COVID-19) video resources for community education and teaching opportunities.
4. Use the merchandise at your events and on RSAH day – available on request.

Please note this campaign is embargoed until 00:01 on 16 August, 2022.

**LEARN CPR NOW
THERE WON'T BE
TIME LATER**



Campaign Background

Crisis | Sudden cardiac arrest can happen to anyone at any time - and currently, less than 1 in 10 people in the UK survive an out-of-hospital cardiac arrest.

Opportunity | The chance of survival from out-of-hospital cardiac arrest can be increased two-to-threefold by the immediate provision of bystander CPR. If more people have the skills and confidence to intervene in an emergency, more lives could be saved.

Our aim is to capture the attention of people in 'offline' settings and direct them to scan a QR code and to spend a few minutes watching a video to learn how to do CPR. The aim of this campaign is to expand the numbers of people who know the basic principles of CPR and defibrillation and increase the rate of bystander intervention in out-of-hospital cardiac arrest thus influencing survival rates.

Key Messages

Sudden cardiac arrest can happen to any one, at any time.

- There are 30,000 sudden cardiac arrests each year in the UK where the ambulance services attempt resuscitation.
- In the UK, less than 1 in 10 people will survive their sudden cardiac arrest.

Bystander CPR and early defibrillation saves lives.

- You don't need to work in healthcare to be a hero- and everyone has a role to play when it comes to saving a life.
- The chance of survival from out-of-hospital cardiac arrest can be increased two-to-threefold by the immediate provision of bystander CPR.
- Defibrillation within 3–5 min can produce survival rates as high as 50%–70%.

Learn CPR now - there won't be time later.

- Every second counts in an emergency.
- The skills you learn today could be the difference between life and death tomorrow.

Digital Assets

Social Media Copy

When somebody goes into cardiac arrest, they only have minutes to be revived before they die. Learn CPR now. There won't be time later. resus.org.uk/CPR #CPQR

CPR is quick and easy to learn – Scan It. Learn it. Save a life. resus.org.uk/CPR #CPQR

Sudden cardiac arrest can happen to anyone at any time - and currently, less than 1 in 10 people in the UK survive an out-of-hospital cardiac arrest. You can change that. Scan it. learn it. Save a life. resus.org.uk/CPR #CPQR

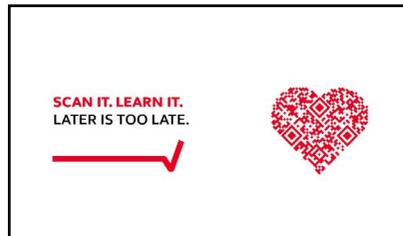
You don't need to work in healthcare to be a hero. Everyone has a role to play when it comes to saving a life. Scan it. learn it. Save a life. resus.org.uk/CPR #CPQR

Every second counts in an emergency. Learn CPR now. There won't be time later. resus.org.uk/CPR #CPQR

The skills you learn today could be the difference between life and death tomorrow. Learn CPR now. There won't be time later. resus.org.uk/CPR #CPQR

Graphics

Four social media graphics have been prepared for use on your social networks. Download the graphics here: <https://we.tl/t-3nXYk8Qr17>



Sharing Posts

We'll be posting from 9am on 16 August; please feel free to reshare our posts from our main accounts:

- <https://twitter.com/ResusCouncilUK>
- <https://www.facebook.com/ResuscitationCouncilUK>
- <https://www.linkedin.com/company/resuscounciluk/>

Please use #CPQR and tag us in any posts you make so that we can share on our channels also.

If posting your own content, please ensure you include resus.org.uk/CPR as if people are viewing social on their mobiles, they will be unable to scan the QR code.

Videos

The new videos, showing the updated steps to bystander CPR are all available from <https://vimeo.com/resuscounciluk> and as below:

- English Accent
- Northern Irish Accent
- Scottish Accent
- Welsh Accent
- Welsh Language
- Welsh Accent (Accessible)
- Welsh Language (Accessible)