



British Heart  
Foundation

# CHALLENGE: CPR

Train your workforce in CPR and help  
us to fight for every heartbeat

**FIGHT  
FOR EVERY  
HEARTBEAT**

[bhf.org.uk](http://bhf.org.uk)



# NATION OF LIFESAVERS

Each year, more than 30,000 people in the UK suffer an out-of-hospital cardiac arrest. Less than 1 in 10 will survive.

We think this is completely unacceptable, especially when the solution could be so simple - more people knowing CPR.

In areas of the world where CPR is taught more widely, survival rates are as high as 1 in 4. We want to emulate this in the UK.

Your company, along with many others this year, will help us create something unique – a Nation of Lifesavers.

Are you up for the challenge?



**1 in 10**  
people survive  
an out-of-hospital  
cardiac arrest



**“My training gave me the confidence to take action.”**



**“You have three healthy kids running around. You never think anything is going to happen. Not in the security of your own home.**

Jadyn was playing with his two sisters upstairs when I heard a thud.

I ran upstairs and saw Jadyn on the floor. He had a blank stare and was not responding. It didn't look like he was breathing at all.

I shouted to my wife to call an ambulance. Then I started CPR.

I had learnt CPR training at work. My training gave me the confidence to take action.

I just told Jadyn: 'You're not going to die. You're not going to die here. You're not going to die today.'

I gave Jadyn CPR for six or seven minutes before the ambulance arrived.

I do think he has been given a second lease of life. He is now at theatre school and has started tap dancing. I think whatever he is going to do now, it is what he is destined to do.

When it comes to giving CPR you don't want to lose any time. Every second you leave it is a second lost.

You're going to need it for that one moment - that one family member, that one stranger, that one good friend.

You need to be prepared for that one moment.”

# 1 TRAIN YOUR STAFF

**Challenge: CPR gives you as an employer the opportunity to empower your workforce with the ultimate life skill.**

- The training is quick and simple, just 30 minutes.
- You don't need to be an expert, the DVD will show you how to do it. You just need volunteers to help set up a room.
- We will provide brief and informal training sessions to help your volunteers roll this out to colleagues.
- We are here to provide our help and support throughout all stages of your training.

## **Barclays '10 in 10 Challenge'**

In 2015 Barclays set themselves the '10 in 10 Challenge'. They aimed to train 10,000 colleagues in CPR over a 10 day period.

With the help of the BHF they went even further and a total of 16,000 employees were trained.

And the impact was immediate; two colleagues delivered CPR following their training. One employee received training in the morning and delivered CPR that afternoon in her local shopping centre, resulting in another life saved.

Their fantastic fundraisers also raised more than £30,000 for the BHF, a phenomenal achievement.

Now we're looking forward to an even bigger 2016. Join Challenge CPR and train your workforce to save even more lives.

**Steve Allen,  
Managing Director, Barclays**



# 2 RAISE FUNDS FOR SCHOOLS

**By 2020, we aim to have placed CPR training kits in all 7,000 secondary schools across the UK.**

Together, we'll raise funds for schools across the country to receive the very same CPR training that you and your colleagues have received.

We'll support you every step of the way to raise funds in three simple ways:

- A donation from your company to fund CPR kits in schools
- Each colleague makes a donation for taking part in CPR training
- Colleagues hold a fundraising event to raise money for a local school to receive a kit



# 3 CHALLENGE: CPR THE BENEFITS

## Benefits:

- Empower your workforce with a skill that one day could help save a loved one, colleague's or customer's life. This is an amazing thing for an employer to do.
- A unique team building opportunity that is fun and informative.
- Support young people in your community to learn a vital life-skill.
- Demonstrate your company's commitment to a huge societal issue that affects your people and their loved ones.

## Join Challenge: CPR

Help us fight for every heartbeat.

Email: [partners@bhf.org.uk](mailto:partners@bhf.org.uk)





**British Heart  
Foundation**

For over 50 years we've pioneered research that's transformed the lives of millions of people living with cardiovascular disease. Our work has been central to the discoveries of vital treatments that are changing the fight against heart disease.

But cardiovascular disease still kills around one in four people in the UK, stealing them away from their families and loved ones.

From babies born with life threatening heart problems, to the many mums, dads and grandparents who survive a heart attack and endure the daily battles of heart failure.

Join our fight for every heartbeat in the UK. Every pound raised, minute of your time and donation to our shops will help make a difference to people's lives.

**Text FIGHT to 70080 to donate £3\***

**FIGHT FOR EVERY HEARTBEAT**

[bhf.org.uk](http://bhf.org.uk)

\*This is a charity donation service for the BHF. Texts cost £3 + 1 standard rate msg. The BHF will receive 100% of your donation to fund our life saving research. To opt out of calls and SMS text NOCOMMS BHF to 70060, or if you have any questions about your gift call 02032827862.

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