



Restart a Heart Day Survey 2023

Table of Contents

Executive Summary:	3
1. Research context	4
1.1 Background and Objectives	4
1.2 Research Methodology	5
2. Participants Characteristics	6
3. Effectiveness of Restart a Heart Event	8
4. Interpreting Narrative Feedback	14
Appendix: Post-event questionnaire	15
References	16

Executive Summary:

The effectiveness of the Restart a Heart Day event has been assessed through a survey. Key findings reveal impacts of the event on the participating and responding public sample.

- Most participants were under 30 years, with a breakdown of 3% in the 5-10 age range, 43% in the 10-20 age range, and 10% in the 20-30 age range. The second-highest percentage was observed in the 40-50 years age group, comprising 20% of the participants. Of all respondents, 55% were male, compared to 45% female.
- 98% of respondents reported that the event raised their awareness about Out-of-Hospital Cardiac Arrest (OHCA).
- 84% of respondents agreed that the event taught them something new about performing Cardiopulmonary Resuscitation (CPR) and using an Automated External Defibrillator (AED).
- 98% of respondents reported practicing both CPR and AED usage during the event.
- 81% of respondents felt confident to teach CPR to someone else.
- 91% of respondents agreed that they would consider getting CPR and AED training in the future.
- 75% of respondents believed that they were very or moderately confident to perform CPR after the event.

1. Research context

1.1 Background and Objectives

Restart a Heart Day is a global initiative led by the European Resuscitation Council, with coordination in Australia and New Zealand overseen by the Council of Ambulance Authorities (CAA) [The Council of Ambulance Authorities-Restart a Heart Day, 2023]. The initiative aims to enhance awareness and educate communities about Cardiopulmonary Resuscitation (CPR) and Automated External Defibrillators (AEDs). This international event, held annually, focuses on promoting community awareness of compression-only (hands-only) CPR, recognizing the critical importance of time in the event of an Out of Hospital Cardiac Arrest (OHCA). It has been reported that with each passing minute without intervention, the chances of survival diminish by 10%, making swift action paramount [Ko et al., 2016].

Statistics reveal that one in ten individuals affected by OHCA survive. However, the implementation of bystander CPR and early defibrillation significantly improves survival rates [Riva & Hollenberg, 2021].

The Restart a Heart campaign emphasizes three key steps to save someone experiencing cardiac arrest: Call, Push, Shock.

Call: Dial 000 for an ambulance promptly.

Push: Initiate CPR with hands-only compressions, a technique that can make a life-saving difference.

Shock: Utilize an AED—easier than one might think.

The overarching goal of the Restart a Heart campaign is to enhance the survival rates of OHCA patients in Australia and New Zealand, currently standing at a challenging 1 in 10. This is to be achieved by fostering a community where more individuals possess the skills to perform CPR and operate an AED effectively.

The primary objectives of this event include enhancing public awareness, fostering understanding of OHCA treatment, extending public CPR education, encouraging increased public involvement in OHCA treatments, and advocating for CPR/AED training [The Council of Ambulance Authorities-Restart a Heart Day, 2023]. Through these strategic initiatives, Restart a Heart aims to empower communities by establishing a network of individuals equipped to save lives through prompt and proficient CPR and AED interventions.

The CAA organizes the annual "Restart a Heart Day" public event in Australia. This event provides an opportunity for individuals to learn hands-only CPR and AED usage. Attendees also have the chance to explore an ambulance and a surf lifesaving vehicle. Similar events take place in New Zealand on the same dates.

The most recent event was held on Sunday, October 15, from 9 AM to 1 PM at Rundle Mall, in collaboration with South Australia Ambulance Service (SAAS) and St John Ambulance South Australia in 2023. To gauge the effectiveness of the training provided, the CAA conducted a survey among participants of Restart a Heart Day. This survey aimed to gather feedback on the knowledge and skills acquired during the event and assess the overall impact on the participating public.

1.2 Research Methodology

To conduct the Restart a Heart Day event effectiveness survey, the CAA developed a set of core questions. The areas under evaluation include the effectiveness of the event in raising awareness about OHCA, the ability to perform CPR, improvement in self-confidence to perform CPR, familiarity with using AED, and encouragement to pursue related courses. The survey was conducted anonymously, utilizing a short-form questionnaire comprising nine questions. This includes two demographic questions aimed at gathering information on age and gender. Additionally, there are five binary questions (Yes/No), one assessing the level of confidence to perform CPR post-education, and a final open-ended question for collecting feedback. The questionnaire has been attached as an appendix.

The survey was administered on the same day as the event in Rundle Mall, targeting participants who engaged in the event. The modules covered essential skills such as hands-only CPR initiation and the proper use of an AED device—all geared towards equipping individuals with the knowledge to save lives. During this concise interactive event, participants engaged in hands-on practice using a manikin under the guidance of qualified paramedics providing them with a lifelike experience of chest compression depth and rhythm.

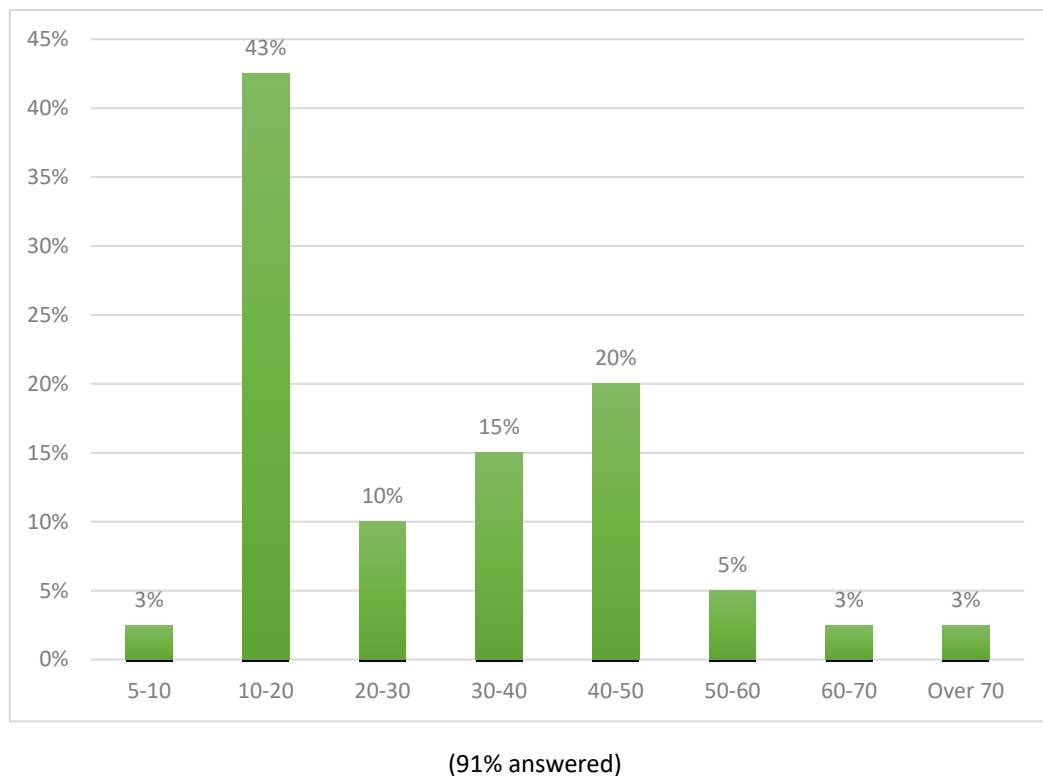
Upon completion of the educational event, participants were provided with hard copies of the questionnaire to fill out, and the time required to complete one questionnaire was less than five minutes. CAA representatives secured oral agreement for participation in the survey and the utilization of their responses in the report before participants began filling out the questionnaires.

A total of 44 participants completed the questionnaire for inclusion in this survey. This report presents the analysis conducted on their responses to assess the effectiveness of the Restart a Heart Day event.

2. Participants Characteristics

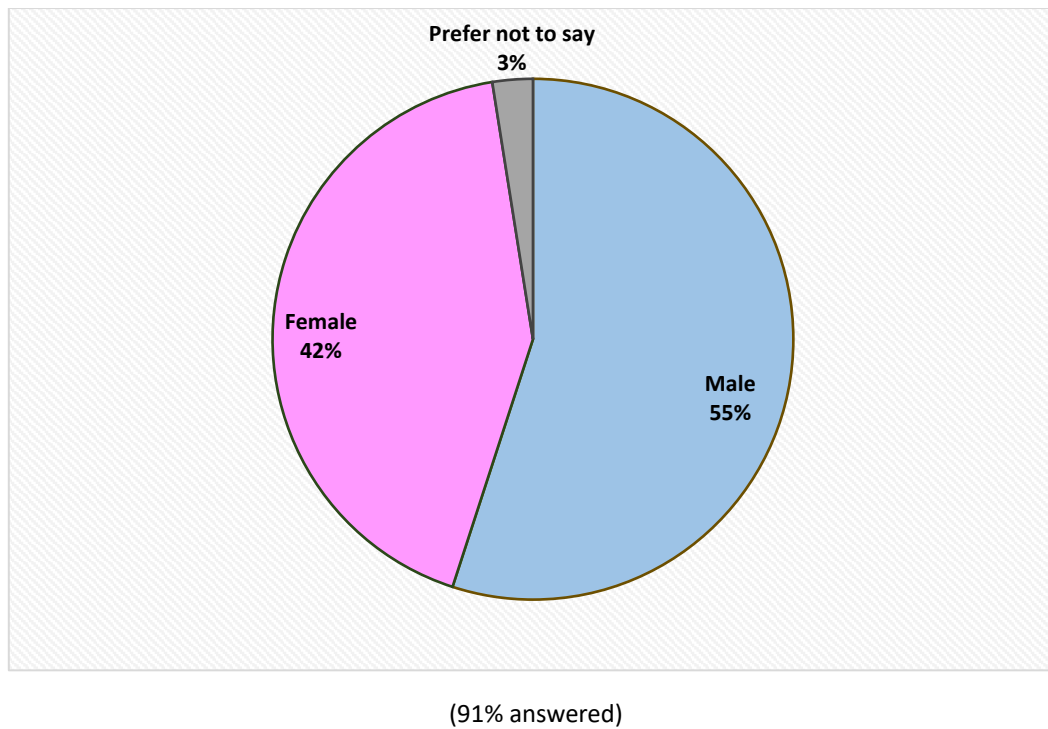
The first two questions assessed the age and gender of participants in this survey. The initial question regarding participant age groups covered a total of eight distinct categories to categorize participants' ages. The second question focused on respondents' gender, with available options for female, male, LGBTQIA+, and prefer not to say.

Figure 1. Distribution of participants by age groups.



The majority, comprising 43% of respondents, fell within the 10-20 age range. The second prominent demographic included individuals aged 40-50 years, accounting for 20% of the total. Participants in the 30-40 age range constituted 15%, while those between 20-30 years comprised 10% of the respondents. 5% of participants were in the 50-60 age bracket, and 6% were over 60 years old, encompassing both the 60-70 and over 70 age groups. 3% of respondents belonged to the 5-10 years age category.

Figure 2. Distribution of participants by gender.

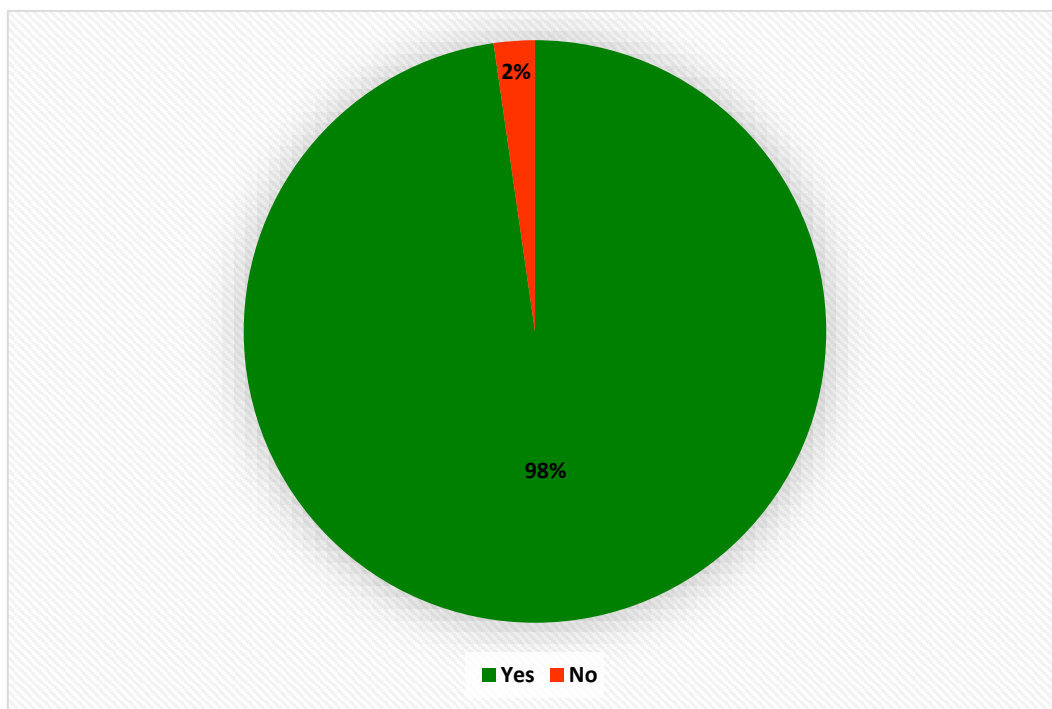


In this survey, 55% of respondents were male, while 42% were female. 3% of respondents chose not to disclose their gender.

3. Effectiveness of Restart a Heart Event

To evaluate the efficacy of this event, participants responded to five binary questions using a 'yes' or 'no' format. There was one question with a qualitative ranking, ranging from "not at all confident" to "very confident," with four available scales.

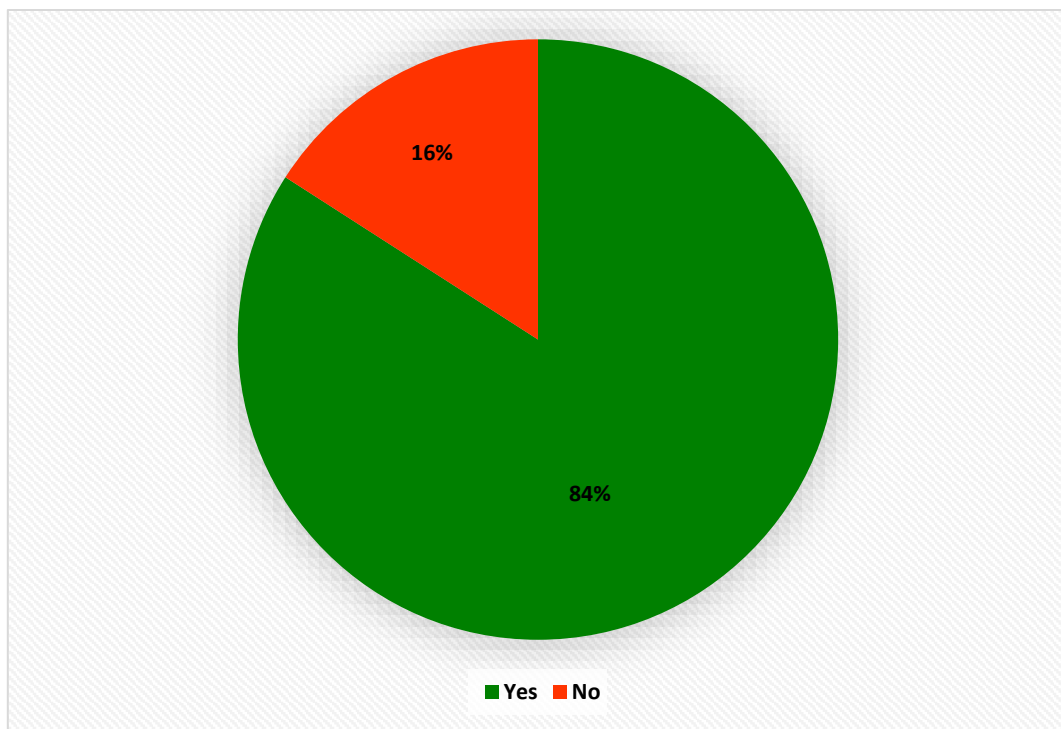
Figure 3. Event effectiveness in raising awareness about OHCA.



(100% answered)

98% of respondents reported that the event raised their awareness about OHCA.

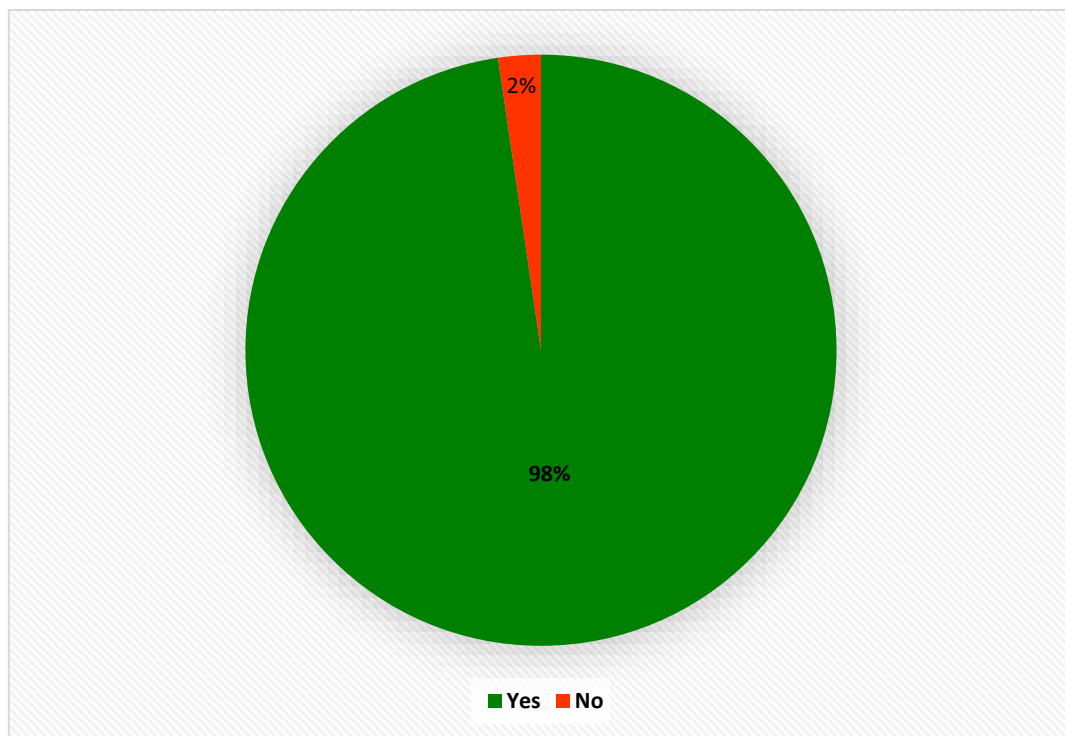
Figure 4. Event effectiveness in learning something new about performing CPR and using AED.



(100% answered)

84% of respondents agreed that the event taught them something new about performing CPR and using an AED, while the remaining 16% disagreed.

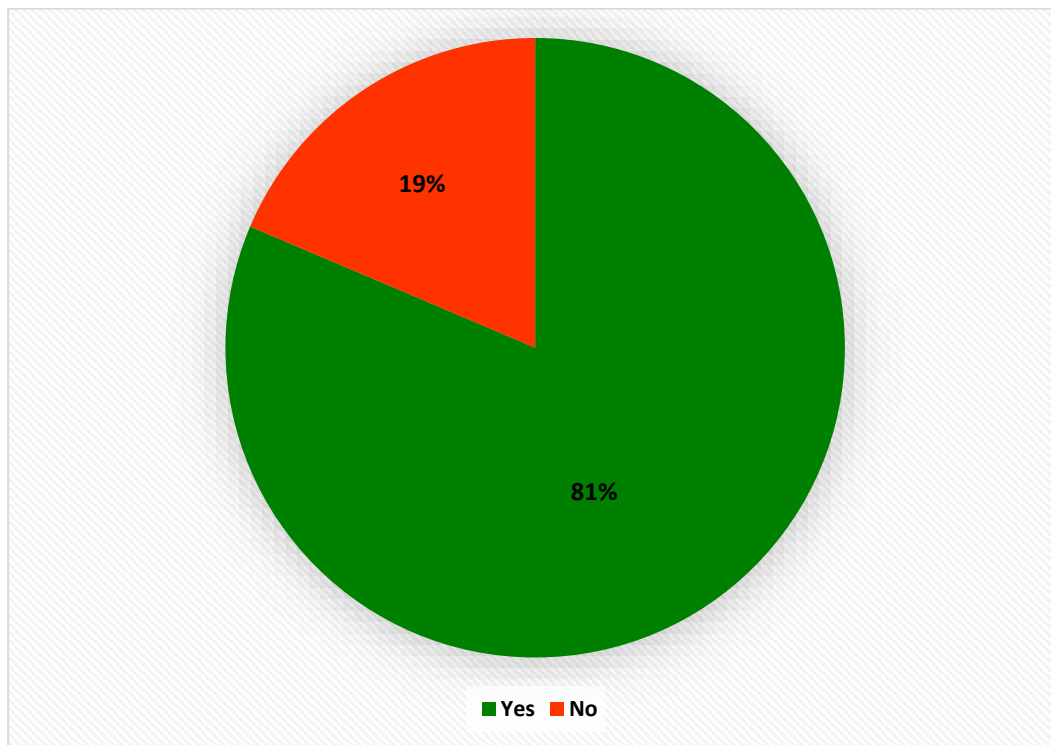
Figure 5. Practicing CPR and AED usage at the event.



(98% answered)

98% of respondents reported practicing both CPR and AED usage during the event.

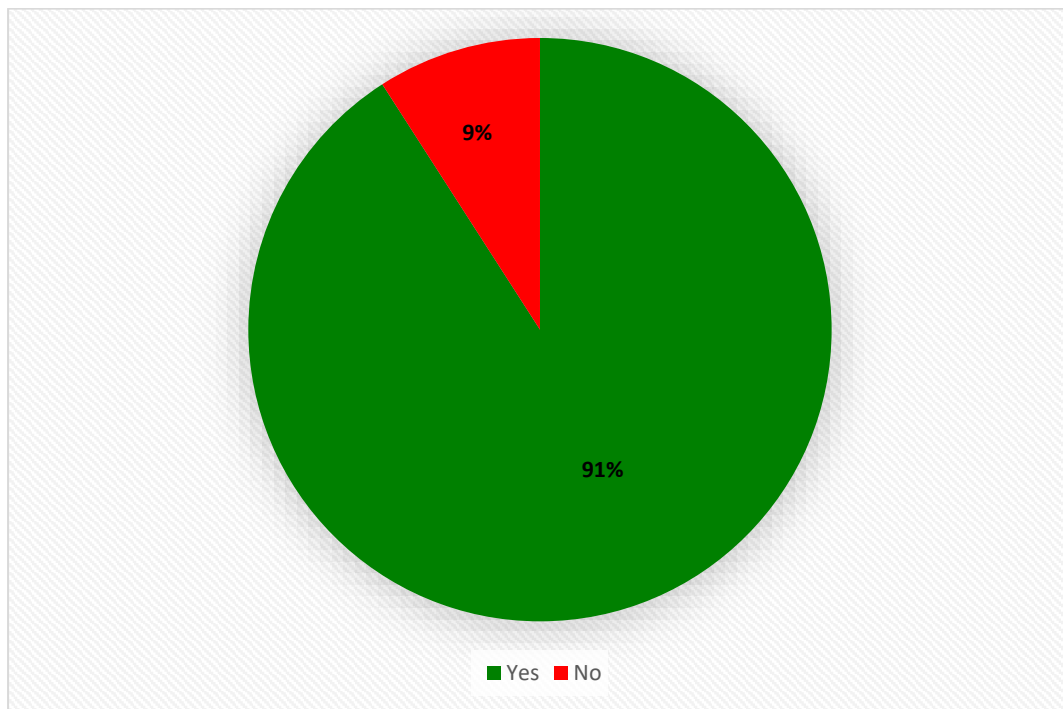
Figure 6. Event effectiveness in feeling confidence to teach CPR to someone else.



(98% answered)

After participating in the event, 81% of respondents felt confident in their ability to teach CPR skills to someone else.

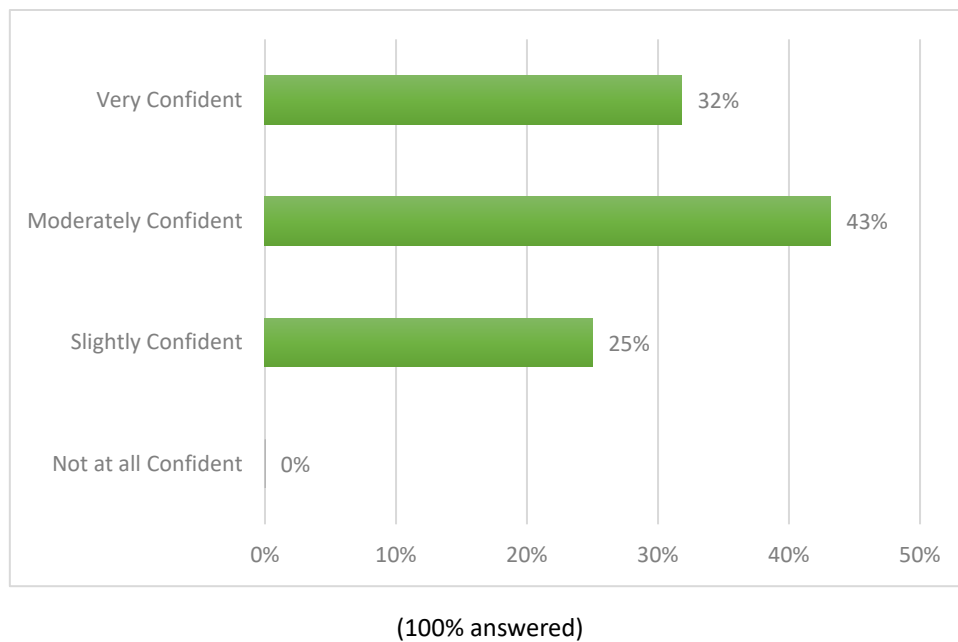
Figure 7. Event effectiveness in encouraging CPR and AED training.



(100% answered)

91% of respondents agreed that they would consider getting CPR and AED training in the future after completing the event, while 9% disagreed.

Figure 8. Event effectiveness in level of confidence to perform CPR after the event.



75% of respondents believed that they were very or moderately confident to perform CPR after the event, while 25% were slightly confident. No one reported having no confidence to perform CPR after the event.

4. Interpreting Narrative Feedback

The Restart a Heart Day survey concluded with an open-ended question designed to gather participant feedback. This question encouraged respondents to share their suggestions for future events. In this survey, 64% of the participants responded to this open-ended question.

Participants expressed a desire for larger and more regionally focused events, emphasizing the inclusion of music at the venue, additional demonstrations, and a desire for advanced CPR knowledge. Some respondents proposed the integration of more lifelike mannequins, or the inclusion of realistic body sounds to enhance the overall experience.

Noteworthy suggestions included amplifying the event's scale, with one participant succinctly stating, "make it bigger." Furthermore, there were distinctive and detailed recommendations, such as infusing realistic sounds into the body or enhancing mannequin scenarios with elements like simulated ribs.

The feedback also included numerous positive comments commending staff interaction and the quality of education. Participants highlighted the diverse array of participating services. Others lauded the informative nature of the event stating, "staff interaction and education was great".

In conclusion, the event survey revealed that 98% of participants noted raised awareness regarding OHCA. In terms of education, 84% agreed that the event imparted new knowledge about CPR and AED usage. 98% actively practiced both CPR and AED skills during the event. Following participation in the event, 81% felt confident in their ability to teach CPR. 91% expressed a willingness to pursue future CPR and AED training, with 75% feeling very or moderately confident to perform CPR after the event.

Appendix: Post-event questionnaire

This is an anonymous questionnaire, and the data will be used for statistical purposes.

Age:

Under 5	5-10	10-20	20-30	30-40	40-50	50-60	60-70	Over 70
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Gender:

Female	Male	LGBTIQA+	Prefer not to say
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Question	Answer			
Did the event raise your awareness about out-of-hospital cardiac arrest?	Yes		No	
Did you learn something new about performing CPR and using heart defibrillator (AED) today?	Yes		No	
Did you practice CPR and AED usage at the event?	Yes		No	
Do you feel confident to teach CPR to someone else?	Yes		No	
How confident do you about performing CPR after the event?	Not at all confident	Slightly confident	Moderately confident	Very confident
Will you consider getting CPR and AED training in the future?	Yes		No	
Do you have any suggestions for improving future "Restart a Heart Day" events?				

References:

1. The Council of Ambulance Authorities. (2023). Restart a Heart Day. The Council of Ambulance Authorities Inc. <https://www.caa.net.au/restart>
2. Ko, R. J. M., Wu, V. X., Lim, S. H., San Tam, W. W., & Liaw, S. Y. (2016). Compression-only cardiopulmonary resuscitation in improving bystanders' cardiopulmonary resuscitation performance: a literature review. *Emergency Medicine Journal*, 33(12), 882-888.
3. Riva, G., & Hollenberg, J. (2021). Different forms of bystander cardiopulmonary resuscitation in out-of-hospital cardiac arrest. *Journal of Internal Medicine*, 290(1), 57-72.