



2024 CAA

Restart A Heart Day Survey

November 2024



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Executive Summary:

The impact of the Restart a Heart Day event was evaluated through a public survey. The findings highlight the event's influence on the attendees and respondents.

- Most participants were younger than 30, with 40% falling within the 10-19 age group and 31% between 20-29. Another significant portion included those aged 40-49 (8%) and 60-70 (7%).
- In terms of gender distribution, 32% of respondents were male, while 66% were female.
- 98% of respondents indicated that the event heightened their awareness of Out-of-Hospital Cardiac Arrest (OHCA).
- 95% of attendees acknowledged learning new information about performing Cardiopulmonary Resuscitation (CPR) and using an Automated External Defibrillator (AED).
- 99% of respondents reported hands-on experience with both CPR and AED techniques during the event.
- 96% expressed an interest in pursuing formal CPR and AED training in the future.
- 79% of respondents stated they felt either very or moderately confident in their ability to perform CPR following the event.
- 64% of participants reported that they were unaware of the locations of public AEDs in their community prior to the event, while 37% indicated that they were aware of these locations.



1. Research context

1.1 Background and Objectives

Restart a Heart Day is an international initiative started by the European Resuscitation Council, are overseen by the Council of Ambulance Authorities (CAA) across Australia, New Zealand and Papua New Guinea (PNG). The primary goal of the event is to raise awareness and educate the public on Cardiopulmonary Resuscitation (CPR) and Automated External Defibrillators (AEDs). This annual event emphasises community education on compression-only (hands-only) CPR and underscores the critical importance of timely intervention during an Out of Hospital Cardiac Arrest (OHCA). Studies indicate that each minute without intervention reduces survival chances by 10%, highlighting the urgent need for quick action [Ko et al., 2016].

Statistics show that only one in ten individuals who experience OHCA survive. However, bystander CPR and early defibrillation can significantly increase survival rates [Riva & Hollenberg, 2021].

The Restart a Heart campaign promotes three vital steps to save someone in cardiac arrest: Call, Push, Shock.

Call: Dial 000 for immediate ambulance assistance.

Push: Start hands-only CPR, which can dramatically increase the chances of survival.

Shock: Use an AED, a life-saving tool that is simpler to use than many believe.

The main goal of Restart a Heart Day is to improve OHCA survival rates in Australia, New Zealand, and PNG, where the survival rate is currently only 1 in 10. This is achieved by equipping more people with the skills to perform CPR and use an AED.

The event's objectives include raising public awareness, expanding knowledge of OHCA treatment, promoting public CPR education, encouraging community involvement in OHCA responses, and advocating for widespread CPR/AED training. This way, the campaign aims to create a community equipped with the knowledge and confidence to respond to cardiac emergencies effectively.

In Australia, the CAA organises the annual Restart a Heart Day event, offering the public an opportunity to learn hands-only CPR and AED use. Attendees also have the chance to engage with an ambulance and a surf lifesaving vehicle. Similar events take place in New Zealand and PNG on the same Restart a Heart Day.

The latest Restart a Heart Day was held on Wednesday, October 16, from 9 AM to 2 PM at Rundle Mall in collaboration with South Australia Ambulance Service (SAAS), St John Ambulance South Australia, Flinders University and Zoll in 2024. To assess the effectiveness of the training provided, the CAA conducted a survey among attendees. The survey aimed to



evaluate the participants' learning outcomes and measure the event's overall impact on the public.

1.2 Research Methodology

To evaluate the effectiveness of the Restart a Heart Day event, the CAA designed a core set of survey questions. These questions focused on several key areas: increasing awareness of Out-of-Hospital Cardiac Arrest (OHCA), the ability to perform CPR, boosting confidence in CPR skills, familiarity with using an Automated External Defibrillator (AED), and motivation to pursue further training. The survey was conducted anonymously using a brief nine-question format. This included two demographic questions (age and gender), five Yes/No questions, one question assessing confidence in performing CPR after the event, and an open-ended question for additional feedback. The full questionnaire is attached in the appendix.

The survey was administered on the same day as the event at Rundle Mall, specifically targeting those who participated in the training. The event modules covered vital skills, including hands-only CPR and proper AED use, aimed at equipping attendees with life-saving knowledge. Participants were guided by paramedics in hands-on CPR practice using a manikin, offering a realistic experience of the necessary chest compression depth and rhythm.

After the training session, participants were given hard copies of the questionnaire, which took less than five minutes to complete. CAA representatives obtained verbal consent from participants to include their responses in the report prior to the survey.

In total, 116 individuals completed the survey, and their responses were analysed to assess the overall effectiveness of the Restart a Heart Day event. This report details the findings from that analysis.



2. Participants Characteristics

The first two questions in the survey gathered demographic information from participants. The first question addressed age, dividing participants into eight specific age categories. The second question focused on gender, offering the options of female, male, LGBTIQA+, and prefer not to say.

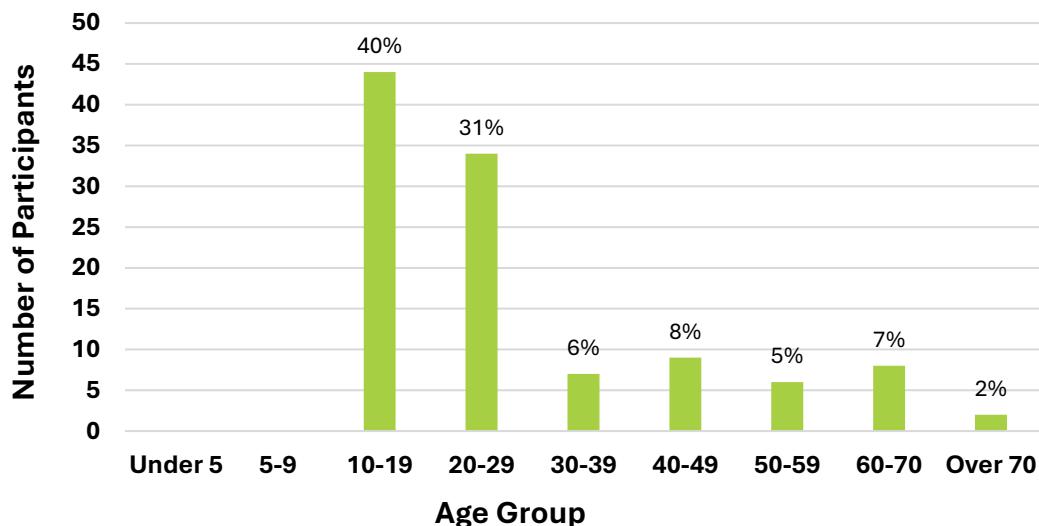


Figure 1. Age group distribution of participants. 40% of respondents were in the 10-19 age group. The next significant group was those aged 20-29, representing 31% of the total. Participants aged 30-39 made up 7%, while 8% fell within the 40-49 age range. In the older demographics, 6% were aged 50-59, and 9% were over 60, with 7% in the 60-70 range and 2% aged above 70.

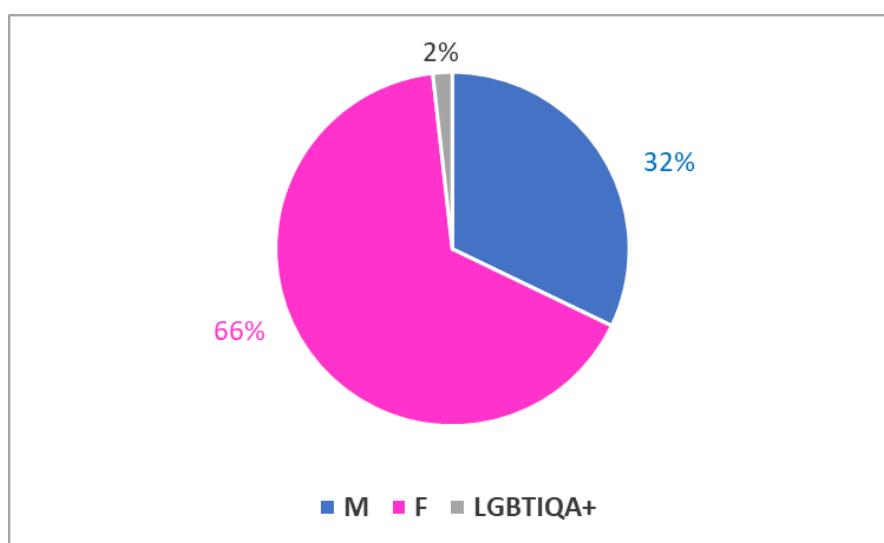


Figure 2. Gender distribution of participants. This year, 66% of respondents identified as female, 32% as male, and 2% as LGBTIQA+



3. Effectiveness of Restart a Heart Event

To assess the effectiveness of the event, participants answered five binary questions with 'yes' or 'no' options. Additionally, there was one qualitative question that asked respondents to rank their confidence on a scale from "not at all confident" to "very confident," offering four different levels.

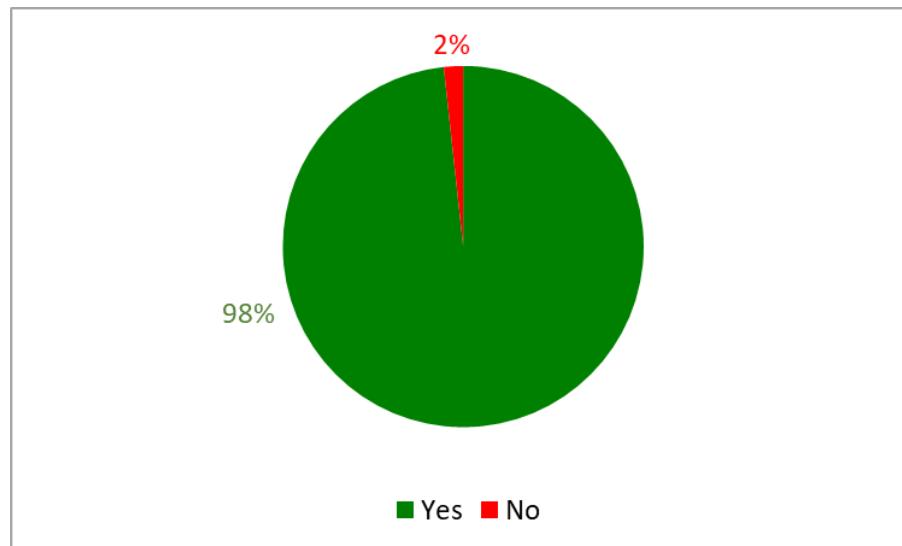


Figure 3. Effectiveness of the event in increasing awareness of OHCA. This year, 98% of respondents reported that the event raised their awareness about OHCA.

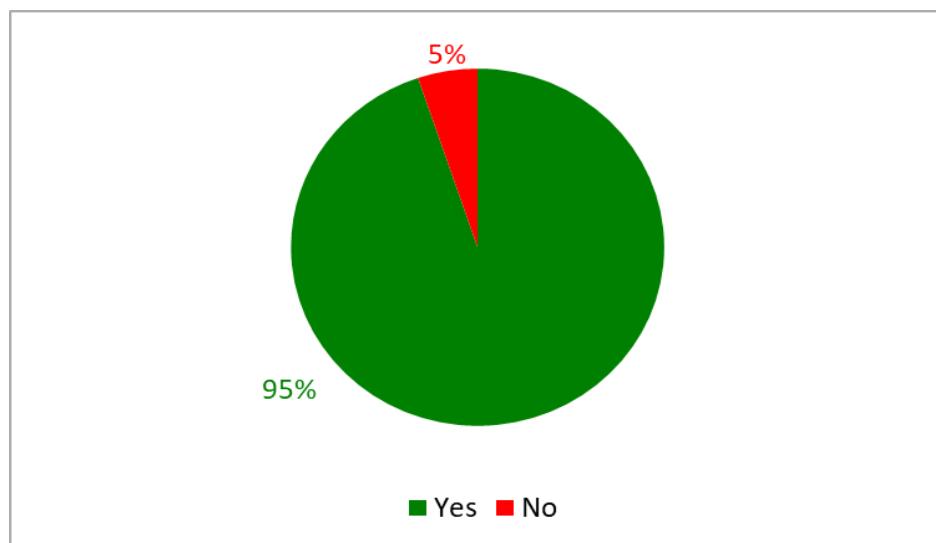


Figure 4. Effectiveness of the event in acquiring new knowledge about CPR and AED usage. 95% of respondents indicated that the event provided them with new information about performing CPR and using an AED, while only 5% disagreed

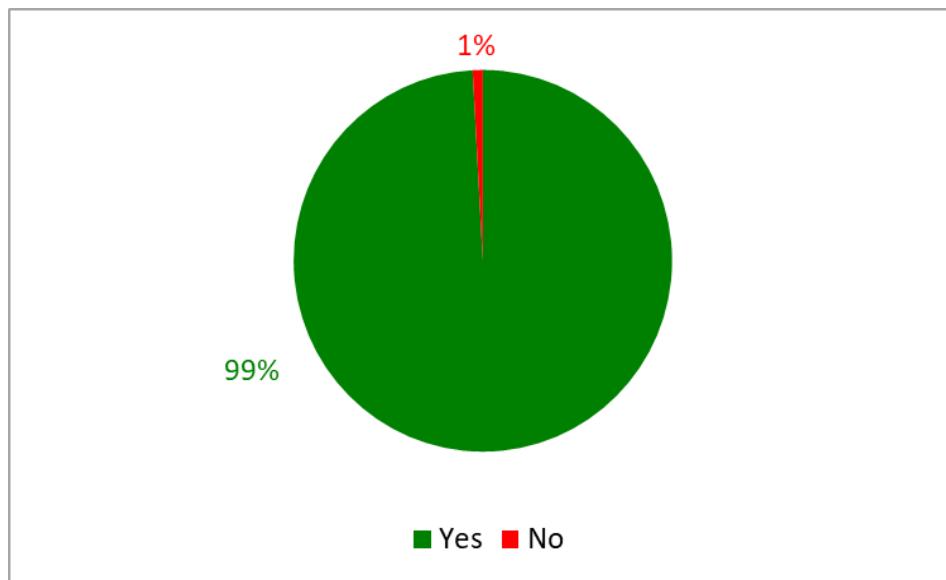


Figure 5. Hands-on practice of CPR and AED usage during the event. 99% of respondents indicated that they practiced both CPR and AED usage during the event.

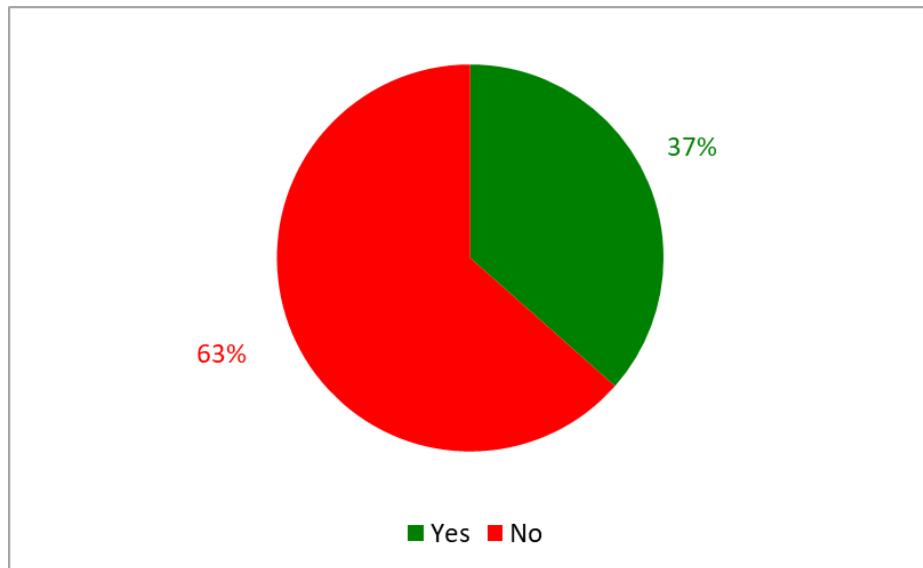


Figure 6. Awareness of Public AED Locations in the Community Prior to the Event. 63% of participants stated that they did not know where public AEDs were in their community, whereas 37% confirmed their awareness of these locations.

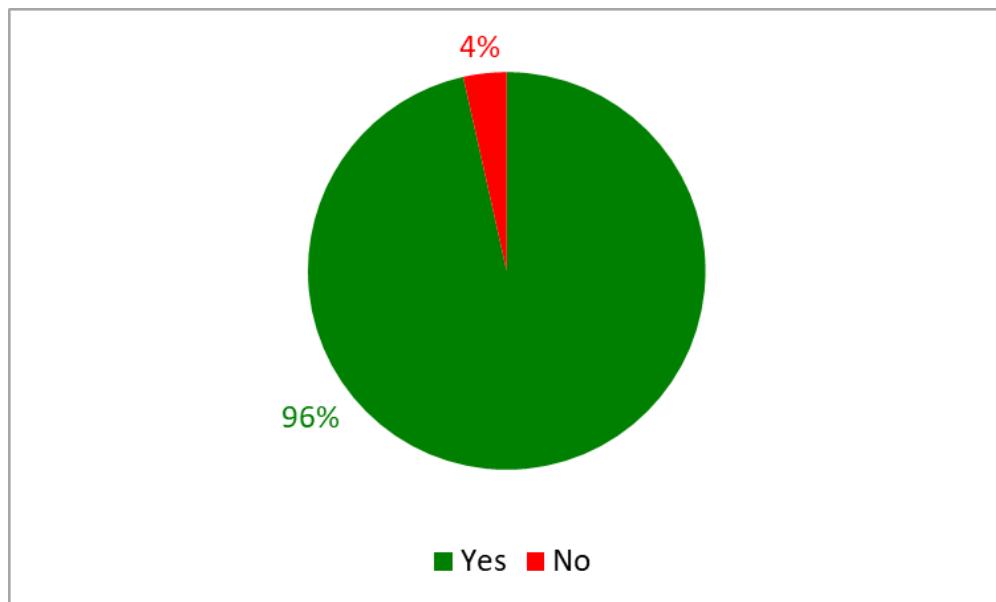


Figure 7. Effectiveness of the event in promoting CPR and AED training. 96% of respondents expressed that they would be open to pursuing CPR and AED training in the future following the event, while 4% disagreed.

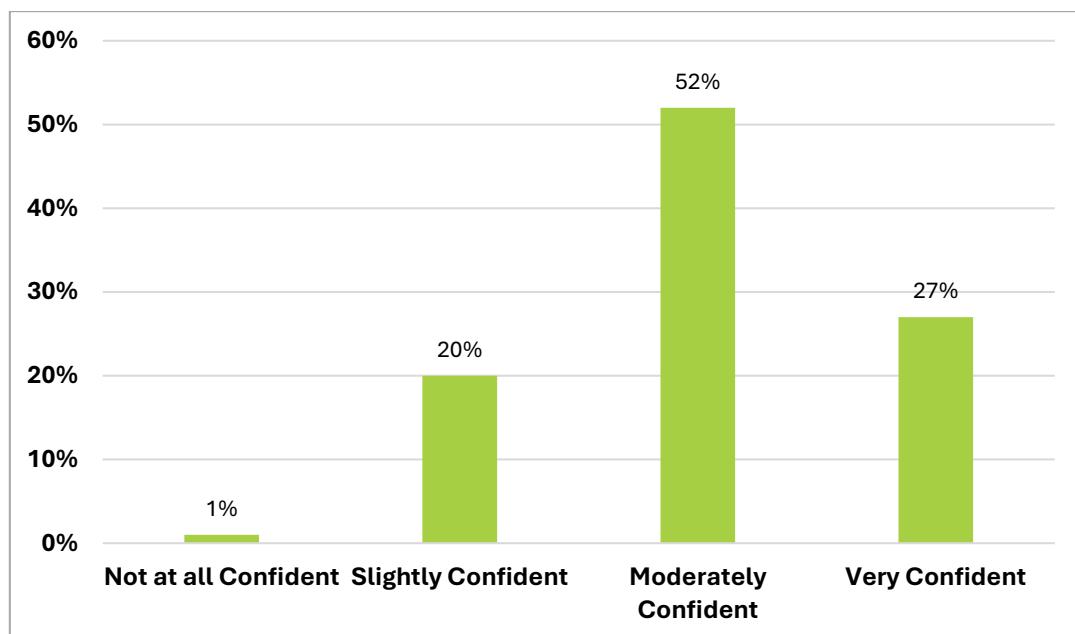


Figure 8. Effectiveness of the event in enhancing confidence to perform CPR. 79% of respondents felt very or moderately confident in their ability to perform CPR after the event, while 20% reported being slightly confident. Only 1% indicated that they had no confidence in performing CPR following the 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, 34% of the participants responded to this open-ended question. The feedback from participants regarding the Restart a Heart Day was overwhelmingly positive, highlighting the event's effectiveness and the value of the educational experience provided. Many attendees expressed gratitude for the opportunity to learn and practice vital CPR skills, emphasising the program as an excellent initiative for raising awareness about cardiac emergencies.

Participants appreciated the quality of instruction and the supportive environment, noting that the event not only enhanced their knowledge but also built their confidence in emergency situations. There was a clear desire for more comprehensive information, including resources like maps of available AEDs and breathing exercises, suggesting a keen interest in further improving their preparedness.

Additionally, attendees encouraged the continuation of similar campaigns, recognising their importance in promoting community awareness and engagement. OThe event was regarded as a great success, and participants expressed a strong interest in future opportunities to build upon the skills and knowledge gained during this session.

The enthusiasm for the program reflects a collective appreciation for the impactful learning experience provided and a commitment to ongoing education in lifesaving technique



Appendix: Post-event questionnaire

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

Please circle your answers.

Age:

Under 5	5-9	10-19	20-29	30-39	40-49	50-59	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		
Will you consider getting CPR and AED training in the future?	Yes	No		
Were you aware of the location of public AED's in your community before attending this event?	Yes	No		
How confident do you about performing CPR after the event?	Not at all confident	Slightly confident	Moderately confident	Very confident
Do you have any suggestions for improving future "Restart a Heart Day" events?				



1. RAHD: CAA Members Initiatives

➤ New South Wales Ambulance (NSWA)

NSWA hosted CPR familiarisation sessions at the Parramatta Farmers Market to emphasize the critical role of early intervention and bystander CPR. Community members were encouraged to join the GoodSAM app, which links trained volunteers with nearby individuals experiencing cardiac arrest, enabling them to provide CPR until paramedics arrive.

As part of the initiative, NSWA shared the inspiring story of cardiac arrest survivor John Cornell. His life was saved through prompt CPR and the use of an AED after collapsing while walking with his son in the Blue Mountains.

If you're 18 or older and capable of performing chest compressions, consider signing up as a GoodSAM volunteer to help save lives.

➤ Ambulance Victoria (AV)

In celebration of Restart a Heart Day, AV proudly welcomed 12 new Heart Safe Communities across the state, along with an additional 12 towns joining the program for 2024–25.

These efforts are part of AV's month-long Shocktober campaign, designed to raise awareness about cardiac arrest and educate Victorians on the vital steps of Call, Push, Shock: calling Triple Zero (000), performing CPR, and using an automated external defibrillator (AED).

The Shocktober campaign and the Heart Safe Communities initiative also promote the GoodSAM app, encouraging more Victorians to join and become life-saving volunteers.

➤ Queensland Ambulance Service (QAS)

The QAS embraced the Call, Push, Shock message during Restart a Heart Day by actively engaging communities statewide. Staff and volunteers hosted stalls in diverse locations, from Queensland Children's Hospital in a bustling metropolitan area to rural towns like Kingaroy, where a first aid display drew a steady crowd at the local IGA supermarket.

Queensland's Restart a Heart Day hero was Graham Cranney, a Sunshine Coast hinterland farmer who suffered a cardiac arrest while waiting for his coffee at a local café earlier this year. On the day, Graham reunited with the bystanders who delivered effective CPR and the paramedics who saved his life.

This heartfelt moment was shared widely, with coverage on 7 News, WIN News, and ABC News, and featured on the QAS Facebook page.



➤ **St John Western Australia (SJWA)**

For Restart a Heart Day, SJWA focused on raising awareness about Automated External Defibrillators (AEDs), their accessibility, and the importance of first aid education. Regional teams distributed fundraising kits to assist communities in acquiring AEDs, while statewide efforts included advocating with local governments to enhance their response to out-of-hospital cardiac arrests (OHCA).

As part of the Shocktober campaign, SJWA offered a 20% discount on AEDs throughout October. Heartwarming stories of OHCA survivors reconnecting with bystanders and responders who saved their lives gained significant media attention. These initiatives underscored the value of first aid education and celebrated the expansion of the WA defibrillator network, which reached an impressive 9,000 locations.

➤ **South Australia Ambulance Service (SAAS)**

“Would you like to learn how to save a life?” That was the question posed to visitors at Rundle Mall during Restart a Heart Day by SAAS. In partnership with St John Ambulance SA, Surf Life Saving SA, the Heart Foundation, Flinders University paramedicine students, AED manufacturer ZOLL, and the Council of Ambulance Authorities, SAAS demonstrated the Call, Push, Shock steps.

Bystanders from all backgrounds participated, learning correct CPR techniques and how to use AEDs to deliver life-saving shocks. Clinicians shared practical guidance, making the message of early intervention in cardiac arrest accessible and empowering.

➤ **Ambulance Tasmania (AT)**

Restart a Heart Day 2024 saw AT host events across the state to spread the crucial Call, Push, Shock message. In Hobart, the University of Tasmania provided a platform for students and staff to learn CPR and AED use, while similar demonstrations were held at the Launceston General Hospital, the Tulip Festival in Wynyard, and in Dover in Tasmania's far south.

Jennifer Bolster, AT's Director of Clinical Services, spearheaded the campaign, emphasizing the importance of bystander intervention. “Bystander action is critical and has undoubtedly saved lives in out-of-hospital cardiac arrests,” she shared with the media.

➤ **Australian Capital Territory Ambulance Service (ACTAS)**

On Restart a Heart Day, Wednesday 16 October, ACTAS set up a community pop-up in Canberra's Garema Place.

The event featured live CPR and AED demonstrations, where ACTAS staff guided the public through life-saving techniques and answered questions about the importance of early



intervention during cardiac arrests. Kirby the Kangaroo, ACTAS's mascot, joined the activities, and Restart a Heart Day merchandise was distributed to encourage continued conversations about these life-saving measures in Canberra households.

➤ **St John Northern Territory (SJNT)**

SJNT marked World Restart a Heart Day with a lively community event at the Darwin Waterfront. Radio personalities Leisha and Dan from Mix104.9 joined in, learning CPR techniques and exploring an ambulance during their live broadcast.

The event featured a friendly CPR competition between NT Fire and Emergency Services, the Australian Federal Police, and St John CPR specialists, with the firefighters taking home the win. Attendees also enjoyed an AED Treasure Hunt, and 300 heart-shaped stress balls were distributed.

Reaching over 60,000 people, the campaign emphasized the importance of first aid skills in cardiac emergencies. Special thanks went to Stryker and the Darwin Waterfront Corporation for their support.

➤ **Hato Hone St John (HHSJ)**

Throughout October, HHSJ ran its Shocktober campaign, aiming to equip as many people as possible with life-saving CPR skills. The 3-Steps-For-Life program trained more than 20,000 people across 260 sessions nationwide.

For the first time, HHSJ introduced the Save Your Teddy program to schools, teaching children how to respond to cardiac arrests. On October 16, over 62 schools participated, fostering early awareness of CPR's life-saving potential.

Cardiac arrest remains a leading cause of death in Aotearoa, and HHSJ's efforts are helping more individuals gain the confidence to perform CPR and double survival chances.

➤ **Wellington Free Ambulance (WFA)**

WFA continues its commitment to CPR and AED training year-round through The Lloyd Morrison Foundation Heartbeat Programme. This free initiative, supported by Julie Nevett and The Lloyd Morrison Foundation, provides training to businesses, schools, and community groups across Greater Wellington and Wairarapa.

In the past year, the program trained 7,648 people in CPR and installed 105 community AEDs accessible 24/7, strengthening emergency response capabilities in the region.



➤ **National St John Ambulance Papua New Guinea (SJPNG)**

As part of the global Restart a Heart Day campaign, the National St John Ambulance Service in Papua New Guinea offered free one-hour CPR and AED awareness sessions to workplaces. Since September 27, 11 organisations, including the PNG Chamber of Resources & Energy, World Bank Group, and ANZ PNG, participated in these sessions.

The program, which extended through October, gave more workplaces an opportunity to learn the basics of CPR and AED use, highlighting the importance of immediate intervention during cardiac emergencies.



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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.



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