



## 2014 Global Alliance COMM PRIX Awards

**Entrant:** Ambulance New Brunswick  
**Category:** Division A: Public Service Category  
**Campaign:** CPR Public Education: Paramedics teach the public how to save a life  
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### Program Impetus and Overview:

It was early spring in 2012. A group of men in their 30s were playing ball hockey in a school gym in New Brunswick's largest city. One of them collapsed without warning. His teammates couldn't wake him and called 9-1-1. The caller wouldn't stop screaming at the ambulance dispatcher. He didn't know what to do and his friend was turning blue. The other players panicked. And waited. Not one of them started CPR. No one grabbed the AED (Automatic External Defibrillator) on the wall and delivered a shock that could have jumpstarted his heart. Paramedics arrived within minutes. But they could not save him.

40,000 Canadians suffer a cardiac arrest each year. Most times it happens outside a hospital and fewer than five per cent of those victims survive according to the Heart & Stroke Foundation. Prompt CPR and defibrillation increases a person's chance of survival by as much as 75 per cent.

With that information, Ambulance New Brunswick set out to empower people in our province with the knowledge, skills and motivation to act quickly and with confidence in a medical emergency to save the life of someone in cardiac arrest. We created our CPR Public Education Program in 2012. Since then, our paramedic volunteers have provided hands-on training to thousands and our message has reached millions more through news media and social media. We've forged positive partnerships with schools, athletic associations, governments and industry allies. And we are starting to see bystander CPR rates go up.

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### Stakeholder Analysis – Identifying our Target Audiences:

Sudden cardiac arrest can happen to anyone, regardless of age, so we wanted to reach as many people as possible with our life-saving message. We also wanted to actually get down on the ground with people and walk them through the simple actions that could save someone's life. To that end, we identified the following primary stakeholders: **(1) Adults approaching middle age** – at risk of sudden collapse from first cardiac event, with high probability of survival. We'll find them at the mall and the farmers markets, at fairs and festivals with their children, walking downtown during lunch. They watch the news and read the paper. They are on social media. **(2) Community leaders and influencers** – Mayors and Councils, sports officials, organizers of large community gatherings. They can motivate others. And journalists often cover Council meetings, which could generate stories that will educate the public. **(3) Middle school students** – strong enough to do chest compressions; wise enough to compel adults to react in an emergency. A great age at which to introduce the training and instill in them important behaviours for life. We hoped they would tell their parents. We identified **news media** as a secondary stakeholder for their reach and influence.

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### Research – The Program's Foundation:

A person's chance of surviving a cardiac arrest drops dramatically with each passing minute. Bystander CPR – the public's role in starting CPR immediately after a cardiac arrest is witnessed and 9-1-1 is called – is the biggest determinant in survival. We knew all too often, this wasn't happening. We started our research by going directly to our Patient Care Records. In 2010, bystanders followed our dispatcher's direction and started CPR in only 46 per cent of calls. We asked ourselves why. Our clinical quality coordinators listened to 9-1-1 calls and reviewed every single incident of cardiac arrest in the province. We learned that, in the vast majority of cases, bystanders did nothing because:

1. They didn't know how to recognize a sudden cardiac arrest (if they're unresponsive, not breathing or not breathing normally, assume their heart has stopped beating).
2. They didn't want to hurt the patient (You can't cause further harm. If their heart has stopped beating, they're already dead by all accounts).
3. They didn't know how to do CPR, or couldn't remember, so they hesitated and failed to follow the dispatcher's direction.
4. They didn't know what an AED was or how to use it to save someone's life (The machines are designed so a six-year-old could use one successfully).

The call to action from our research was clear. If we were going to influence the public's attitudes and behaviours, and ultimately save more lives, we needed to form strong community partnerships, enlist the help of our dedicated paramedic volunteers, and embark on a multi-faceted community relations and PR campaign.

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### Goals and Objectives:

The overarching goal of our CPR Public Education Program is to save lives by increasing bystander CPR rates. To that end, we set out to accomplish the following during fiscal years 2012/13 and 2013/14.

**Goal #1:** Educate the public on how to recognize a sudden cardiac arrest and about the importance of starting hands-only CPR  
**Objective:** Share our key messages to a wide audience through (1) timely media events (during National CPR Month and National Heart Month) and, (2) by creating compelling videos (French and English) to share on social media and use in our presentations.

**Goal #2:** Increase the number of New Brunswickers trained in hands-only CPR and the use of an AED  
**Objective:** Train 2,000 individuals by March 2014 (end of 2013/14 fiscal year) through (1) public demonstrations for Mayors and Councils, and at public gathering places, and (2) strategic partnerships with key community organizations and influencers.

## Planning – The Campaign Strategy:

You'll find tactical work plans in the collateral materials that accompany this application. Here are the highlights of our plan to educate and train New Brunswickers on how to react in a medical emergency.

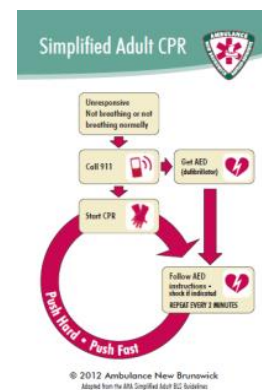
### Key Messages:

1. Anyone can save a life by recognizing a cardiac arrest and responding quickly. Calling 9-1-1, performing hands-only CPR (pushing hard and fast in the center of the chest until help arrives) and using an AED if one is available.
2. The rules around CPR have changed. You don't have to perform mouth-to-mouth anymore. It's just chest compressions.
3. Starting CPR right away is always the right thing to do when someone is unresponsive, not breathing or not breathing normally. You can't cause further harm, so don't be fearful or hesitate.

### Tactics and Tools:

1. **Media Events** – launch Program publicly during National Emergency Medical Services (EMS) Week, with additional media events during National CPR Month and National Heart Month.
2. **Social Media** – create instructional and entertaining videos (French and English) to show viewers what to do if they find someone unresponsive. Share on YouTube. Time their release with media events.
3. **Public demonstrations** and instruction sessions – (1) five-minute demonstrations at City Council meetings; (2) public demonstrations at shopping centres, city markets, and large fairs and festivals in New Brunswick, and; (3) instruction to sports officials, specifically Hockey New Brunswick officials.
4. **Presentations** – 45-minute training sessions with Grade 6, 7 & 8 students (15-minute presentation followed by 30 minutes of real training). Make it fun. Provide continual feedback and reinforcement.

*We developed business-card-sized instruction cards and gave them to everyone we trained. For them, it serves as a reminder of what to do. For us, it's a way of tracking the number of people instructed.*



### Program Budget:

**Budgeted expenses:** \$5,000 for instruction cards, pull-up banners and extra training mannequins. It was a lean budget. The Province is in a time of fiscal restraint and we are a public service. The initiative was important to us, so we had to get creative with our tactics and tools (designing materials and creating videos in-house), and relied heavily on dedicated volunteers.

**Actual costs:** \$4,456. Two equipment manufacturers saw a YouTube video we created with students, and contacted us to see what they could do to help. They lent us AED trainers and donated mannequins. A welcome surprise that kept us under budget.

**Also, human resources** – a lead clinician to oversee the training, and two communications professionals to oversee the strategy, public relations, and volunteer/community coordination. The training was all done by volunteer paramedics, at no cost.

## Execution – Campaign Implementation:

### Activity #1 – CPR Public Education Program Launch (May 2012):

**Details:** Sudden cardiac arrest scenario played out over the lunch hour on busy downtown street using paramedic volunteers. Held this media event and public demonstration during National EMS Week in May 2012 (week recognizing the good work of ambulance services professionals).

**Results:** Dramatic scenario attracted public interest and media pitch generated coverage from TV (CBC and CTV), radio (nine-minute feature interview on news talk radio show *News 91.9*) and print (front-page story in *L'Étoile* – popular Francophone publication and in the city's daily paper, the *Times & Transcript*). All coverage included key messages.

### Activity #2 – Public Instruction Sessions (2012/2013):

**Details:** Eight demonstrations during FY 2012/13, including paramedic volunteers teaching hands-only CPR to passers-by at the three busiest shopping centres in the province. Instruction sessions continued in 2013/14 with volunteers spending their weekends at fairs, festivals and exhibitions. This past fall/winter, we also trained 187 Hockey NB officials, as well as provided hands-only CPR instruction to hockey fans at a Quebec Major Junior Hockey League game.

**Results:** Instructed 702 New Brunswickers in FY 2012/13. **Instructed 2,362 in FY 2013/14.** Hockey NB has asked us to expand our partnership and train its minor and recreational league officials/coaches throughout the province in fall 2014.



### Activity #3 – Mayor and Council Demonstrations (Jan/Feb 2013):

**Details:** Brief, five-minute presentations/demonstrations on how to save a life at Council meetings in the largest city centres in the Province. Also showed Council where their AED is located and explained how anyone can use it to save a life, trained or not.

**Results:** Our paramedics completed eight such demonstrations. Initiative generated positive media coverage in two of the province's largest daily newspapers. In nearly every case, the Mayor got down on the floor and did chest compressions.

### Activity #4 – Partnerships with Schools and School Districts (2013/2014):

**Details:** Reached out to schools in fall 2013. The goal: to teach young people about hands-only CPR, and to make that training fun and meaningful. We created a 45-minute training session (so it could be done during a single period) that was interactive and incorporated games and friendly competition. We hoped they'd share what they learned with their parents.



**YouTube Videos:** To really reinforce our key messages and reach a wider audience, another key component of our Program was to “show” people what to do. So we wrote a script, recruited a group of “CPR Champions” (two groups actually – French and English schools), and turned the Bee Gees up real loud (yes, the 70s disco band). Having middle school students demonstrate how pushing hard in the centre of the chest to the beat of “**Stayin’ Alive**” is the key to “**staying alive**” made for a powerful communications tool.

We kicked off our school partnerships with **two large-scale training sessions/media events**. The first, during National CPR Month in November 2013, at Hillcrest School, where we trained 100-plus middle school students at the school during a one-hour assembly. Media were invited, we premiered the [YouTube video](#) and got our final “shot” for the video of all the students together.

The **second event was even bigger**. A marathon training session at École Le Mascaret. Volunteers instructed the entire school in a single day (nearly 550 students and staff). We held the event during National Heart Month (Feb 2014). We invited Francophone media, played our French video (same key messages, different scenario) and got the entire school together for the final “shot” – Imagine 550 people in the cafeteria shouting “If we can do it, you can do it.” “*Si nous pouvons le faire, vous pouvez le faire.*” We put it on [YouTube](#) that same day and shared the link with media (to help our message reach a wider audience by having that video become part of the news).



**Results:** Every news outlet invited covered the Hillcrest event. The event started “making news” immediately, with reporters tweeting throughout the training session. For Mascaret, we were on the front page of *Acadie Nouvelle*, New Brunswick's largest daily Francophone publication, and had a feature-length interview on the province's most listened-to French radio morning show. The schools invited us back next year. The school districts shared the news on their websites and promoted the training to other middle schools. Principals and teachers around the province began asking us to teach their students. AED Manufacturer Philips Healthcare donated an AED to Hillcrest School. Physio Control lent us trainers and some amazing technology that provides immediate feedback on the quality of CPR. It's making our training program even better.

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## Results – Measuring Success:

Our goals were to: (1) spread the word that anyone can save a life with hands-only CPR and an AED, and (2) provide hands-only CPR instruction to targeted audiences and influencers through meaningful partnerships. Here is a summary of our successes:

**Audience reach through media: 1,605,812** (Source: [Media Relations Rating Points \(MR<sup>2</sup>P\)](#), created by the Canadian Public Relations Society). The province's total population is 756,000. All stories included Program key messages. **MRP overall quality score of 97.37 per cent**. See collateral materials for full report.

**Social media:** YouTube videos: 2,390 (EN) and 1,977 views (FR) so far. Tweets/retweets by “influencers” from CPR training events for total reach of more than 80-thousand users who follow @AmbulanceNB and those media/companies who shared news of our Program.

**New Brunswickers trained: 3,064** by end of FY 2013/14 (Our stated goal was 2,000). \*\* Our total as of June 2014 is 3,988 \*\*

**Community relationships:** Students at 12 schools trained. Requests from an additional nine (a list that continues to grow). Principals are adding CPR instruction to their curriculum. Hockey NB wants us to train officials throughout the province this fall.

**Industry partners:** Philips and Physio Control – the two major manufacturers of AEDs and CPR training equipment in Canada – reached out to see how they could help the Program. Despite being industry competitors, both companies have agreed to be equal partners in supporting this Program because of the immense community value they perceive. Those partnerships are enabling us to reach and teach more people, without increasing our costs, through equipment loans and donations.

**Bystander CPR rates:** Initiated in **46%** of cardiac arrest calls in 2010 // initiated in **51%** of cardiac arrest calls in 2013.

Sudden cardiac arrest is a leading cause of death in Canada. Lives are lost every day in the country because people are afraid to act in a medical emergency and don't know what to do during those critical first few minutes before help arrives. We're empowering New Brunswickers with the knowledge, skills and motivation to save a life. *Thank you for your consideration.*