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**Global
Resuscitation
Alliance**



Worldwide – Community Training

World Restart a Heart 2019 Trains 800K+ in CPR Globally

BRIEF BACKGROUND

“All citizens of the world can save a life.” With these words, the International Liaison Committee on Resuscitation (ILCOR) launched the World Restart a Heart (WRAH) initiative to increase awareness and raise the rates of bystander cardiopulmonary resuscitation (CPR) for victims of cardiac arrest. Following a successful campaign in 2018 that saw over 675,000 people trained in CPR worldwide, the plans for WRAH 2019 were to build on this success and achieve higher numbers of people trained.

STEPS TAKEN

All seven ILCOR councils (American Heart Association, European Resuscitation Council, Heart and Stroke Foundation of Canada, Australian and New Zealand Committee on Resuscitation, Resuscitation Council of Southern Africa, InterAmerican Heart Foundation, and Resuscitation Council of Asia) once again joined forces to promote WRAH. They were joined by Resuscitation Councils and similar organisations from Sri Lanka, India, and the Pan-Arab Resuscitation Council. We also benefited from the support of the International Federation of Red Cross and St John Ambulance. Finally, we joined forces with the World Federation of Societies of Anesthetologists who were also celebrating World Anesthesia Day on October 16.

CHALLENGES

There is no one strategy that fits all areas of the world. Whereas some countries focused on delivering high numbers of people trained (notably India and the UK) during WRAH, others spread awareness through social media messaging. There are differences throughout the world in terms of resources, accessibility and financial support. Despite this, some participants were able to deliver training amid political unrest and recent terrorism atrocities.

RESULTS

The estimated number of people trained during 2019 WRAH was 802,506. The final count is likely to be substantially more, as it is difficult to accurately measure. In addition, social media awareness initiatives had a wide reach. The Twitter hashtag #worldrestartaheart was mentioned in 4,364 posts by 2,533 users with an overall reach of 13.8 million people.

OUTLOOK

Global engagement for WRAH has been very strong; a cumulative total of over 1.5 million people have now been trained under this initiative since 2018. As each year passes, WRAH principles will become further embedded in the systems used to save lives, and it is anticipated that countless lives will be saved as a result.

CONTACT

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