

Heart 2 Heart Campaign

Saving a life

Our Heart 2 Heart campaign was a collaborative event between Loughborough University, Loughborough Students' Union and the British Heart Foundation, to address the shocking statistic that only 8% of patients survive a cardiac arrest in England because people don't know how to help via CPR.

Over the course of the day we aimed to train or provide refresher training in CPR for 1,300 individuals in order to give them the confidence to perform this life saving technique should an emergency situation arise. In the process, we wanted to raise awareness of the vital work of the British Heart Foundation and aimed to bring the East Midlands' cardiac arrest survival rate of 1/18 in line with the national average of 1/10.



Branding

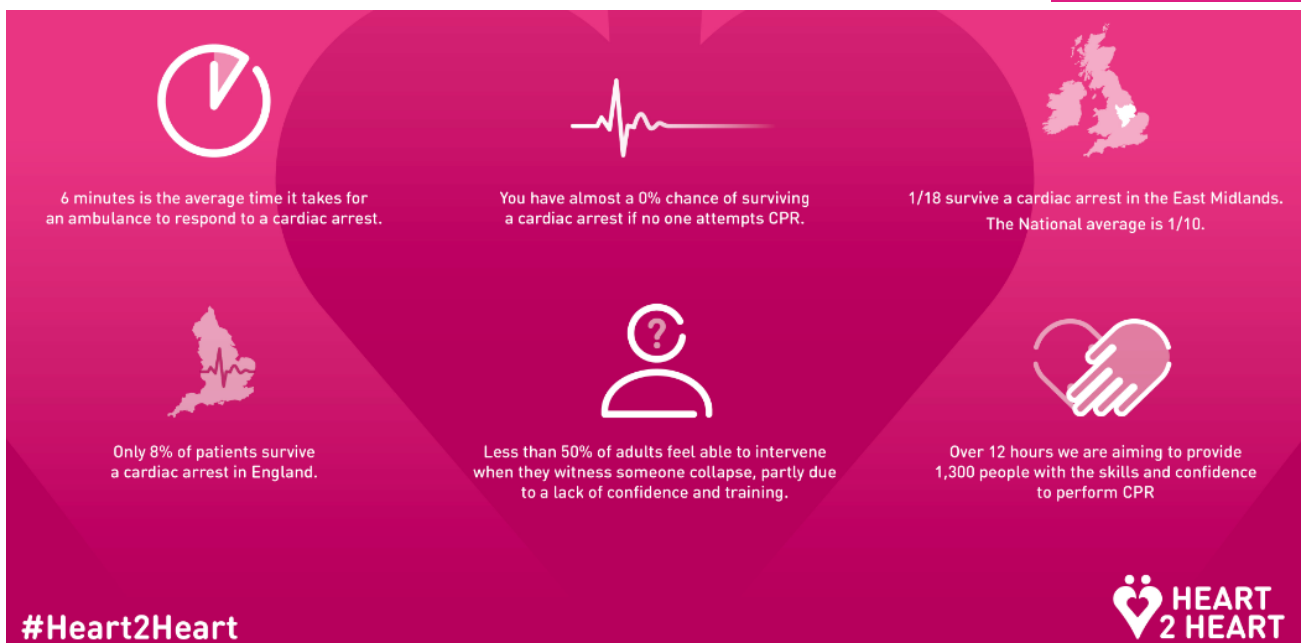
All Heart 2 Heart branded materials were created by the in-house design team's intern with support from colleagues in the team. Requirements involved creating artwork for flyers, bus shelters, certificates and digital collateral for social media, website and screens in both static and animated versions.

Campaign rationale

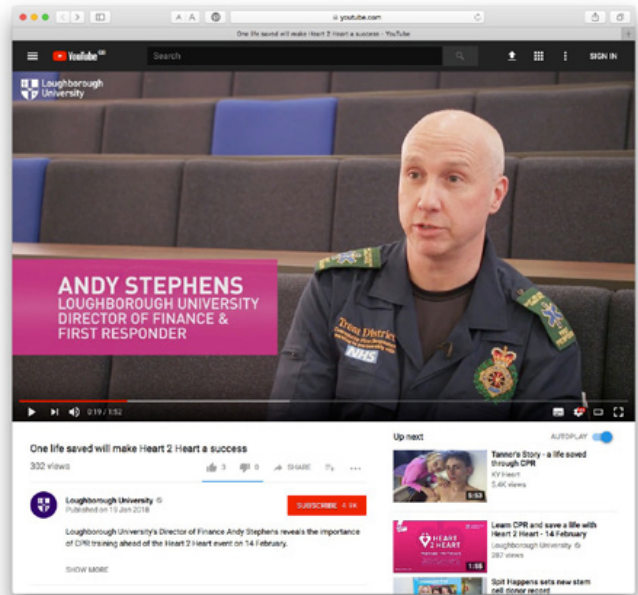
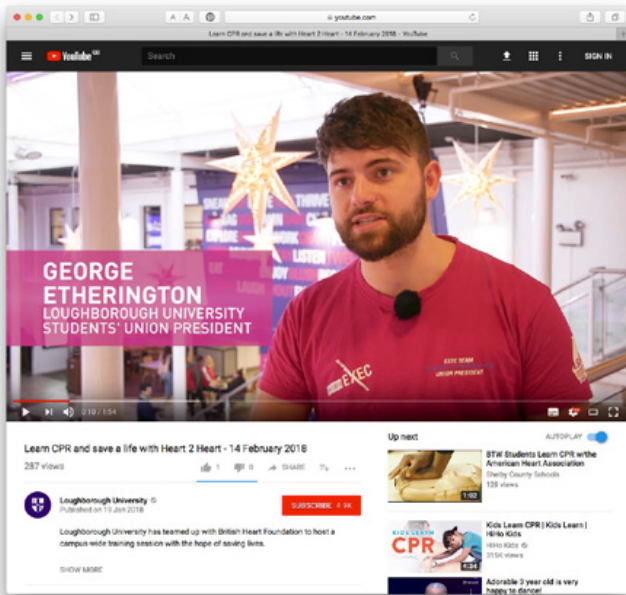
The rationale behind the event includes:

1. Helping to raise the cardiac arrest survival rate in the East Midlands from 1/18 to 1/10 (in line with the national average)
2. To increase bystander confidence to perform CPR on adults and/or children
3. Provide an event to bring together staff, students and the local community
4. Strengthen working relationships between University and Union staff
5. Strengthen the #LboroFamily brand
6. Raise awareness of the British Heart Foundation (BHF) and the work that they carry out
7. Create volunteering opportunities for staff and students
8. Provide a CPD opportunity for staff and students

Infographic focused on key messages

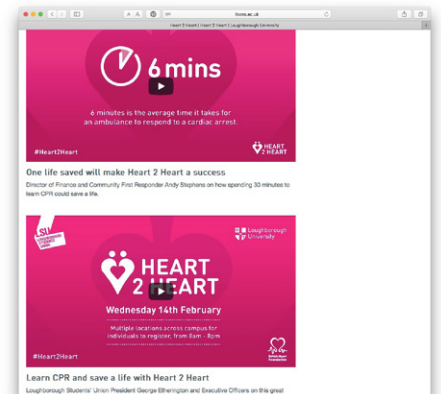


YouTube

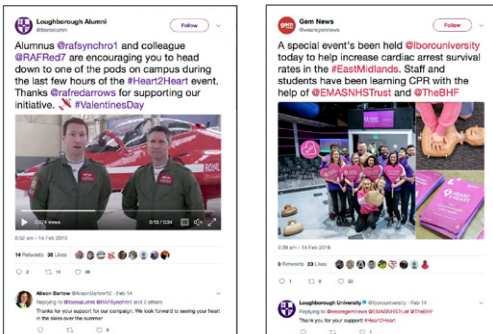


The team made use of online tools to highlight the issues and engage staff and student audience.

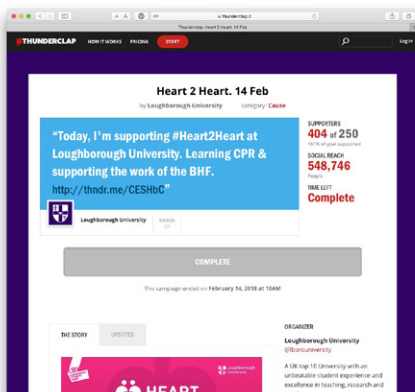
LU Website



Twitter



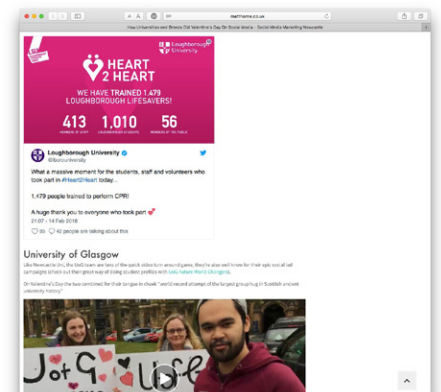
Thunderclap



Loughborough Echo



Social media blog



A well supported Thunderclap reached over half a million people. Regional PR and internal communications supported the event promotion. Alumni including the Red Arrows pledged their support on social media.

Participant certificate

DEFIBRILLATOR LOCATIONS ON CAMPUS

EAST PARK	CENTRAL	WEST PARK
SDC - Swimming Pool Netball/Badminton Centre Powerbase NCSEM Clyde Williams Design School Students Union	Rutland - Ground Floor Kitchen SDC - Seb Coe Building (HIPAC) Sir John Ferguson Building	Pilkington Library Stewart Miller Holywell Park (Charnwood) Chemical Engineering/Materials Holywell Fitness Centre Burleigh Court Hotel

For specific location details please see www.lboro.ac.uk/health-safety

SECURITY OFFICE CONTACT DETAILS

In the event of encountering someone who is not breathing or breathing erratically, start CPR, and shout for help if you are on your own. When, or if you have someone who can help nearby, have them call an ambulance and then call the security office on 01509 222141.

Not only can security staff help with CPR and defibrillator, they will also help guide the ambulance to your location upon arrival.

HOW TO USE A DEFIBRILLATOR:

(advice provided by the British Heart Foundation)

- If you come across someone who is not breathing or breathing erratically, the most important thing is to call 999 and start CPR to keep the blood flowing around the body. After a cardiac arrest, every minute without CPR and defibrillation reduces someone's chance of survival by 10 percent.
- If you're on your own, don't interrupt the CPR to go and get a defibrillator. If it's possible, send someone else to find one. When you call 999, the operator can tell you if there's a public access defibrillator nearby.
- Once the defibrillator is open and in position, all you have to do is follow the spoken instructions. Many defibrillators will also have diagrams or a screen to help you. The defibrillator detects the heart's rhythm; it won't deliver a shock unless one is needed.
- Often you'll need to press the shock button although some fully automatic defibrillators will deliver the shock themselves. You should resume CPR as soon as instructed by the defibrillator.

#Heart2Heart

All participants were given a certificate to reinforce the value of the cause and to keep the issue front of mind.



A thank you mini packet of Love Heart sweets for participants supported the Valentine theme.

Social media assets - Instagram

You have almost a 0% chance of surviving a cardiac arrest if no one attempts CPR.

#Heart2Heart

1/18 survive a cardiac arrest in the East Midlands. The National average is 1/10.

#Heart2Heart

Over 12 hours we are aiming to provide 1,300 people with the skills and confidence to perform CPR.

#Heart2Heart

6 minutes is the average time it takes for an ambulance to respond to a cardiac arrest.

#Heart2Heart

Only 8% of patients survive a cardiac arrest in England.

#Heart2Heart

Less than 50% of adults feel able to intervene when they witness someone collapse, partly due to a lack of confidence and training.

#Heart2Heart

Updates on Instagram using simple infographics were extremely popular.



Facebook

Reach: 70,554

Reactions/comments/shares: 841

Link clicks: 3037

Other: Event promotion reached 9129 people and gained 401 engagements. 3408 on event link / bitly



Twitter

Total @lborouniversity tweets: 60

Trended 5th in the UK at 9:45am

Twitter impressions: 258,568 impressions on @lborouniversity tweets

Twitter engagements: 5989 engagements (likes, replies and retweets)



Instagram

Instagram Story views: 103717 in total (not unique), 5095 unique views

Instagram hashtag uses: 25 (not including Instagram stories on personal accounts)



Snapchat

Snapchat stories: 17 snapchats on the story

Snapchat screen grabs: 43 screenshots on our stories



LinkedIn

LinkedIn Impressions: 82,336

LinkedIn Click throughs: 21

LinkedIn Interactions: 288

Thunderclap

Thunderclap participants: 404

Thunderclap reach: 548,746

Press and PR impact

TELEVISION

BBC East Midlands Today
Potential reach - 687,000

RADIO

Capital FM, Smooth FM, BBC Radio Leicester
Combined potential reach - 904,000

Local press and online

Leicester Mercury, Loughborough Echo
Combined potential reach - 197,066