

# HEARTsafe Communities. Helping each other save lives.

## Workbook



**HEARTsafe Community**  
Manawa Ora



**ASB**



## The Steps

- Step 1:** Becoming a HEARTsafe Community is a great idea for your community
- Step 2:** Organise a meeting of people interested in making their community a HEARTsafe Community
- Step 3:** Community Programme Team identifies where to focus HEARTsafe Community effort
- Step 4:** How to measure if you are a HEARTsafe Community
- Step 5:** How many Heartbeats do you need?
- Step 6:** Review the Heartbeats requirements – and calculate the number of additional Heartbeats required to achieve HEARTsafe Community status
- Step 7:** Funding the programme
- Step 8:** Community works to achieve Heartbeats and develop the HEARTsafe Community sustainability plan
- Step 9:** Complete the Heartbeats worksheet to identify number of Heartbeats gained
- Step 10:** Complete the 'Apply for HEARTsafe Community status' Application form and submit

## Here are the steps to take to become a HEARTsafe Community

### Step 1: Becoming a HEARTsafe Community is a great idea for your community

- Find 5-6 like minded people to help you start (this is not a one person project) and call a meeting. This small group will do the ground work and engage the wider community. One place to go for members of your group is your local St John.

Role	Name	Contact details
Initiator		
Chair		
Note taker		
Member		
Member		
Member		
Member		

- Run the meeting in a formal way - someone needs to be nominated to take notes at the meeting and then circulate the minutes.
- At the first meeting hand out the "HEARTsafe Community Introduction" booklet (available from St John or [www.heartsafe.org.nz](http://www.heartsafe.org.nz)). This sets out the background and approach to becoming a HEARTsafe Community.

- Collate some basic information about your community (generally the group will be able to provide this information at the meeting) on the following pages.
- List the community groups who could work with you on this project e.g. Council, Business association etc.

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- ☐ What are the boundaries of your community – does it include the rural areas?

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- ☐ Are there any pockets of people known to be of high risk of cardiac arrest e.g. residents who have had heart surgery or those most vulnerable (predominantly men over 60 years).

Area in the community	Risk

- ☐ Are there any known leaders in the community who could lead the programme?

Possible programme leaders	Contact details

- ☐ List the places where large numbers of people either gather or pass through e.g. supermarket, events centre, clubs, rest homes or marae – these are possible automated external defibrillator (AED) sites.

Places people gather	Places people pass through

- If you need to do some research make a list and allocate tasks to the members of the group.
- You may also start to gather information on (you will build up this information during steps 1-4):
  - ☐ Number of ambulance call outs to potential cardiac arrests in the community for the last two years – town and surrounds (depends on the boundaries of your community).

Year	Month	Number of callouts

Year	Month	Number of callouts

- ☐ Existing AED sites;     ☐ When were they last maintained;     ☐ Hours of access;  
☐ Are businesses/ owners willing to allow them to be used for out of hospital cardiac arrests? – if they are what are the GPS co-ordinates and who should be contacted in case it is needed.

AED location	Last maintained	Hours of access	Public use	Entered into website*	Contact details
			Y/N	Y/N	

\* [www.AEDlocations.co.nz](http://www.AEDlocations.co.nz)

- ❑ People trained in cardiopulmonary resuscitation (CPR) – date when trained, date of refresher, are they willing to act?
- ❑ You could use the survey form included later in this document to gather this information.

[illegible]



- ☐ Number of first response groups and location.

Name of group	Location	Contact details

- ☐ Number of St John Cadets in the community and name of St John Youth Team Leader.

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- ☐ Other youth groups in the community.

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- ☒ Set the date of the next group meeting (suggest two weekly).

Date of meeting	
Time of meeting	
Venue	

## Step 2: Organise a meeting of people interested in making their community a HEARTsafe Community

- Decide when you will be ready for the wider community meeting – book a date, time and venue. Plan to have supper as people have given up their evenings to come to the meeting.

Date of meeting	
Time of meeting	
Venue	
Programme	

- Complete the “Invitation to the community meeting” (date, time and venue) and print ready for next meeting. They could also be sent out electronically.
- Once you have the information collected in Step 1 ask each person to nominate who they know in which organisations and who they will contact and invite to the meeting.
  - Who do we know (sample list)?
    - St John
    - ASB
    - Supportive local businesses
    - Church
    - Fire service
    - Medical centres
    - Local Iwi
    - Schools - number with St John Cadets
    - Primary care – number of GP practices, those that are members of PHO network (may be more than one),
    - Other health care facilities
    - Senior’s centres
- Start with three organisations per person. Give people the “HEARTsafe Community Introduction” booklet to hand out. The webpage and 0800 2 HEARTSAFE numbers are on the back of the introduction booklet. These booklets are available from St John or [www.heartsafe.org.nz](http://www.heartsafe.org.nz).

## Who I am going to speak to in the community?

[illegible]

- Set the date of the next group meeting where members of the group will report progress in their discussions with organisations and who they have invited to come to the community meeting.
- The purpose of the community meeting is to introduce the HEARTsafe Community Programme and the chain of survival to the wider community and gain community agreement (or not) to go ahead with becoming a HEARTsafe Community.
- Distribute the invitation and document acceptances.
- At the community meeting:
  - welcome and introduction to the HEARTsafe Community Programme
  - discuss what we are talking about - demonstration of CPR and / or how to use an AED
  - brainstorm the key issues around cardiac arrest in your community! For example:
    - People wait until the ambulance arrives rather than giving CPR straightaway or finding the nearest AED.
    - People do not know what a cardiac arrest is.
  - rank the issues in priority order.

Issues	Priority

- Community chooses to work towards becoming a HEARTsafe Community.
- Community nominates a programme leader and programme team.

## Community Programme Team

Role	Name	Contact details ( incl. email)
Community programme leader		
Chair		
Note taker		
Programme team member		
Programme team member		
Programme team member		
Programme team member		
Programme team member		
Programme team member		
Programme team member		
Programme team member		

### Step 3: Community Programme Team identifies where to focus HEARTsafe Community effort

1. Initial group hand over their research to the programme team.
2. Community programme team review and refine issues and prioritise issues based on discussion at the community meeting.
3. Group the issues by chain of survival category.

There are six critical steps that can improve the chances for survival from cardiac arrest. These steps are called the "Chain of Survival".

1. **Early recognition** – that a cardiac arrest has occurred – awareness and understanding the signs.
2. **Access to emergency services** – dial 111.
3. **Commence CPR** – be ready to act.
4. **Attach defibrillator** – knowing the location and use of nearest AED.
5. **Advanced care** – Ambulance services.
6. **Post Resuscitation treatment** – in the hospital.



In addition to the chain of survival there are two other very important actions for improving survival from cardiac arrest.

7. **Prevention** – many cardiac arrests are preventable. The type of approach and lifestyle changes that could be implemented for an individual will be under the guidance of their health professional based on the individual's level of risk or a community activity, e.g. your heart forecast with your local medical centre.
8. **Having a sustainability plan** – having an active plan to maintain and increase the number of people in the community trained and willing to act in case of a cardiac arrest, and to ensure AEDs are maintained.

Becoming a HEARTsafe Community focuses on steps one, three, four, seven and eight of the chain of survival.

Chain of Survival step	Issues	Priority
1. Early recognition		(A7)*
2. Early CPR		(A8)*
3. Early defibrillation		(A9)*
Additional important actions		
4. Prevention		(A10)*
5. Sustainable HEARTsafe programme		(A11)*

- See which step of the chain of survival has the most issues identified and requires most focus – this will be the highest priority.

\*These figures relate to the tables in Step 6.

## Step 4: How to measure if you are a HEARTsafe Community

We measure a community's readiness for HEARTsafe Community status by points that are called Heartbeats. They are given to a community for each activity that furthers the goal of saving lives from cardiac arrest.

Examples of activities that earn Heartbeats are:

1. Confidence of individuals to act when confronted with a cardiac arrest.
2. An increase in number of people learning CPR.
3. Improving the visibility of, access to and maintenance of AEDs in public places.
4. Developing a process to evaluate your HEARTsafe Community programme and actively maintain your HEARTsafe Community status.
5. Activities that help prevent cardiac disease.

The number of Heartbeats required to become a HEARTsafe Community depends on the size of the community. The larger the community, the greater the number of Heartbeats required.

## Step 5: How many Heartbeats do you need?

Select the appropriate community size that most closely fits to your community's total population. The population size will determine the number of Heartbeats required to gain HEARTsafe Community status.

Community size	Heartbeats required for HEARTsafe Community status
Isolated community/organisation	Minimum of 500 Heartbeats
Minor urban area/rural: 1,000 to 9,999 population	Minimum of 1,000 Heartbeats
Secondary urban area: 10,000 to 29,999 population	Minimum of 2,000 Heartbeats
Main urban area: 30,000 to 49,999 population	Minimum of 3,000 Heartbeats
City: Greater than 50,000 population	Minimum of 4,000 Heartbeats

Heartbeats required for our community \_\_\_\_\_ (A1)



## Step 6: Review the Heartbeats requirements – and calculate the number of additional Heartbeats required to achieve HEARTsafe Community status

- Review the sample activities below.

Chain of Survival step	Examples of activities	Heartbeats earned
1. Early recognition	CPR posters in public places	5 Heartbeats for every 10 posters
2. Early CPR	Number of people already trained and willing to act	1 Heartbeat per person ready to act
	First responders group in place	10 Heartbeats per group
3. Early defibrillation	AEDs permanently placed in public or private areas where many people congregate or may be at higher risk	10 Heartbeats for each location
Additional important actions		
4. Prevention	The Heart Foundation's 'Your Heart forecast' programme with PHOs	5 Heartbeats
5. Sustainable HEARTsafe programme	Plan to maintain HEARTsafe Community status – annually scheduling CPR training and / or increased AEDs, AED maintenance programme in place	50 Heartbeats

- Determine what activities are taking place in your community. Document in the tables in the following pages.
- Your research in Step 1 will help you here. You may need to get actual numbers e.g. numbers of people trained in CPR and willing to act. You could do this by community survey. Such as the survey on the facing page. This is a good tool to use to talk to people about the project and invite them to participate.

# HEARTsafe Communities.

## Helping each other save lives.

### Community survey to determine the baseline statistics.

**Note:** CPR is applying chest compressions when someone is suffering a cardiac arrest.

1. Are you currently up to date with your CPR training?
  - a. No never had any
  - b. No but would like some
  - c. Yes but not up to date
  - d. Yes and up to date
2. If you do know CPR would you be confident in using it?
  - a. Yes
  - b. No
3. Do you know what an AED is?
  - a. Yes
  - b. No
4. Do you know where your community AEDs are located?
  - a. Yes – where?
  - b. No

Contact details:

Name:

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Phone:

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Email:

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- Calculate the number of Heartbeats you have already in each step of the Chain of Survival.

Chain of Survival step	Issues (from steps 3 and 4)	Identified activity (may be more than one per step)	Number of Heartbeats per activity	Total Heartbeats
1. Early recognition				(A2)
2. Early CPR				(A3)
3. Early defibrillation				(A4)
Additional important actions				
4. Prevention				(A5)
5. Sustainable HEARTsafe Programme				(A6)
Total existing Heartbeats				(A12)

- Calculate number of additional Heartbeats required to reach HEARTsafe Community status.

- Transfer figures from previous table.

Chain of Survival step	Existing Heartbeats	Priority	Spread of additional Heartbeats
1. Early recognition	(A2)	(A7)	
2. Early access to CPR	(A3)	(A8)	
3. Early access to defibrillation	(A4)	(A9)	
Additional important actions			
4. Prevention	(A5)	(A10)	
5. Sustainable HEARTsafe Programme	(A6)	(A11)	
Total existing Heartbeats	(A12)		
Total Heartbeats required for community	(A1)		
Additional Heartbeats required	(A13)		

- Identify the activities most appropriate to address the priorities in the chain of survival steps and this will also address the issues.
- Some suggested activities are listed in the table following.
- Other activities can be approved on application to the HEARTsafe Community Co-ordinator. They can be contacted on 0800 2 HEARTSAFE or [community@heartsafe.org.nz](mailto:community@heartsafe.org.nz).

Chain of Survival step	Possible activities	Possible points
1. Early recognition	Chain of survival and/or CPR posters in public places e.g. shop windows, entry to public places	5 Heartbeats for every 10 posters
	HEARTsafe ready stickers – shop windows/ houses/ fridge magnets	1 Heartbeat per sticker in a public place
	Cardiovascular related events and awareness activities e.g. HEARTsafe Day/ Week	10 Heartbeats per day
	Other community activities on a case by case basis – e.g. community funding, community HEARTsafe event, HEARTsafe readiness quiz night	On application
	Scheduled practise of actions when someone in the community experiences a cardiac arrest	10 Heartbeats per scheduled community practise
2. Early access to CPR	People learning/ refreshing CPR	1 Heartbeat per person trained
	Group practice sessions with a Mini Anne	1 Heartbeat per person attending
	Viewing/ reviewing Mini Anne DVD	0.25 Heartbeat per person attending
	Community based HEARTsafe Responder Groups e.g. in a shopping mall or business	10 Heartbeats per responder group
3. Early access to defibrillation	AED in a place that the public can access and location is known and maintained	10 Heartbeats per AED
	People learning how to use an AED	1 Heartbeat per person trained
4. Prevention	Families of people known to be at high risk of cardiac arrest trained in CPR	5 Heartbeats per family
5. Sustainability	Sustainability plan including re-applying for HEARTsafe Community endorsement every two years	50 Heartbeats for the plan 10 Heartbeats per quarter where plan has been followed

## Step 7: Funding the programme

Based on the plans above the programme team can develop a budget and then a fundraising plan. A sample budget is below.

Item	Budget
Expenses	
1. Number of AEDs required (estimate \$3- 4,000 each incl GST)	
2. AED maintenance costs (average \$380 per year) x number of AEDs in the community	
3. AED training costs	
4. CPR training and overview of AEDs (work on \$500 for a group of 20–30)	
5. CPR Refresher training	
6. 3-steps for life – numbers needed	
7. Other costs such as brochure production, advertisements for community meeting	
8. Venue hire, supper costs etc	
9. Print costs of booklets, posters, workbook and application form	
10. Other admin	
Revenue	
11. Grant	
12. Funds raised by local organisation	
13. Funds raised by community activity	

## Step 8: Community works to achieve Heartbeats and develop the HEARTsafe Community sustainability plan

- Develop a plan of when activities will occur and work to the plan
- Hold two weekly meetings and mark off progress.
- Allocate activities to individual people – spread them among the project team and community. Keep track of progress at the meetings.

An example is:

In this example “having people ready to administer CPR” was identified as the key issue/ challenge.

Chain of Survival step	Month 1	Month 2	Month 3	Month 4
Increasing awareness	CPR posters in 20 shops	CPR posters in 10 sports facilities	Hold a CPR practice day for 100 people	
Early Access to CPR	Collect baseline data – numbers trained and willing to act	Brainstorm how to train people & plan training	Carry out training e.g. a community training day	Plan how to increase the numbers trained over the next 5 years e.g. an annual training day



- An example of a HEARTsafe Community sustainability plan:

Chain of Survival step	Year 1	Year 2	Year 3	Year 4
Increasing awareness	Hold an annual HEARTsafe Community Day Celebrate World Heart Day	Hold an annual HEARTsafe Community Day Celebrate World Heart Day	Hold an annual HEARTsafe Community Day Celebrate World Heart Day	Hold an annual HEARTsafe Community Day Celebrate World Heart Day
Early access to CPR	Train an additional x number of people to be CPR ready  On World Heart Day bring those ready to act together to celebrate their willingness and being a HEARTsafe Community	Train an additional x number of people to be CPR ready  On World Heart Day bring those ready to act together to celebrate their willingness and being a HEARTsafe Community	Train an additional x number of people to be CPR ready  On World Heart Day bring those ready to act together to celebrate their willingness and being a HEARTsafe Community	Train an additional x number of people to be CPR ready  On World Heart Day bring those ready to act together to celebrate their willingness and being a HEARTsafe Community
Access to Defibrillation	Increase number of public AEDs by 10%  On World Heart Day do a maintenance check on all AEDs	Increase number of public AEDs by 10%  On World Heart Day do a maintenance check on all AEDs	Increase number of public AEDs by 10%  On World Heart Day do a maintenance check on all AEDs	Increase number of public AEDs by 10%  On World Heart Day do a maintenance check on all AEDs

Application for renewal of HEARTsafe Community status

Application for renewal of HEARTsafe Community status

- Establish the HEARTsafe Community sustainability project team. Nominate a leader. This could be different from the initial community project team as sustainability requires different skills.
- Initially meet two weekly to establish the plan and allocate responsibilities.
- To monitor progress hold a quarterly sustainability project team meeting to measure results against plan. Report results to HEARTsafe Community co-ordinator. If the results are falling behind, organise two weekly project team meetings until back on track.

**Step 9:** Complete the Heartbeats worksheet to identify number of Heartbeats gained

## Heartbeats Worksheet

Your community population \_\_\_\_\_

### Early recognition

Activities	Heartbeats you have already	Additional Heartbeats gained	= Total Heartbeats
1.			
2.			
3.			
4.			
5.			
6.			
7.			
Total existing			
Total Heartbeats required			
Difference between total required and total			

## Early access to CPR

Activities	Heartbeats you have already	Additional Heartbeats gained	= Total Heartbeats
1.			
2.			
3.			
4.			
5.			
6.			
7.			
Total existing			
Total Heartbeats required			
Difference between total required and total			

## Early access to defibrillation

Activities	Heartbeats you have already	Additional Heartbeats gained	= Total Heartbeats
1.			
2.			
3.			
4.			
5.			
6.			
7.			
Total existing			
Total Heartbeats required			
Difference between total required and total			

Please list locations of AEDs (identified through the information gathering and the course of the programme)

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.
11.
12.

## Prevention

Activities	Heartbeats you have already	Additional Heartbeats gained	= Total Heartbeats
1.			
2.			
3.			
4.			
5.			
6.			
7.			
Total existing			
Total Heartbeats required			
Difference between total required and total			

## Sustainable HEARTsafe Community Programme

Activities	Heartbeats you have already	Additional Heartbeats gained	= Total Heartbeats
Total existing			
Total Heartbeats required			
Difference between total required and total			

Total HEARTBEATS earned \_\_\_\_\_.

Please use this space to describe your community’s plan for evaluating, improving and maintaining a sustainable HEARTsafe Community programme.

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**Step 10:** Complete the ‘Apply for HEARTsafe Community status’ Application form and submit

If you have any questions please contact the HEARTsafe Community Co-ordinator on:  
**0800 2 HEARTSAFE**, or email us at **community@heartsafe.org.nz**  
Further information will become available at **www.heartsafe.org.nz**

## Note

[illegible]

## Note

[illegible]



## Note

[illegible]

## **ASB**

ASB is committed to supporting safe, caring communities. Whether it's through installing defibrillators in high traffic public areas or providing CPR training for our staff and customers, ASB works with St John to deliver practical assistance to people across New Zealand. HEARTsafe is the latest extension of this, working collaboratively with St John, Laerdal and local communities to create a safer New Zealand.

## **Laerdal**

Laerdal's vision is that no one should unnecessarily die from sudden illness or cardiac arrest. HEARTsafe addresses all the links in the chain of survival in a community initiative which will help prevent unnecessary death. Working with St John and ASB, this is achieved by engaging local resources to build a sustainable programme of action.

## **St John**

One of St John's key goals is to grow strong communities that care and share. In addition to providing the ambulance service, St John also wants to help people help themselves and have the ability to act when needed. HEARTsafe is a great community driven initiative that supports this goal and provides communities with the ability to identify and address local needs to develop strong communities for the future.

0800 2 HEARTSAFE  
community@heartsafe.org.nz

[www.heartsafe.org.nz](http://www.heartsafe.org.nz)



**HEARTsafe Community**  
*Manawa Ora*

**ASB**

