



What is *Heartstart* ?

Heartstart is an initiative, co-ordinated by the British Heart Foundation, promoting and developing Emergency Life Support (ELS) throughout the United Kingdom.

In 1993, a Report from the Working Group on Cardio-Pulmonary Resuscitation (CPR) from the Scottish Office Home and Health Department confirmed Coronary Heart Disease (CHD) as the most common cause of death in Scotland, resulting in

- **31% of all male deaths**
- **25% of all female deaths**

with 75% of deaths from Coronary Heart Disease being the result of heart attacks. The report pointed out that cardiac arrest occurs in 25% of all heart attacks and is most common during the first hour after onset of symptoms. 70% of all cardiac arrests occur **OUTSIDE** hospitals and CPR provides the means through which people may be kept alive by those present until specialist treatment is available. Trials in Seattle and in Europe had already confirmed that bystander CPR doubled survival rates, and an initial **Heartstart** Steering Group led to Ayrshire & Arran Health Board becoming the first Health Board to support and fund a **Heartstart** initiative.

Heartstart Ayrshire & Arran is supported by :

- Ayrshire & Arran Health Board
- The British Red Cross
- The St. Andrew's Ambulance Association
- The Scottish Ambulance Service
- The Royal Life Saving Society UK

Would **YOU** know what to do in an **EMERGENCY**? **Save a Life – Get Trained !**

Heartstart CAN TEACH YOU HOW TO:

- ✓ **Perform EMERGENCY LIFE SUPPORT**
- ✓ **Deal with a HEART ATTACK victim**
- ✓ **Deal with someone who is CHOKING**
- ✓ **Help someone who is BLEEDING severely**
- ✓ **Manage an UNCONSCIOUS casualty**



Training began in 1996, and **Heartstart** Ayrshire & Arran have now taught over 13,000 people the skills which could help them save a life. Instructors are based throughout Ayrshire and Arran, and training can be given in the workplace or any suitable locality, either during the day or in the evening.

Heartstart Ayrshire & Arran can teach Emergency Life Support in just **TWO HOURS** - and it's **FREE** ! **YOU** can help your Colleagues, Friends, Family, and Community by training to be a **Heartstart** Life Supporter. Don't forget - it's **FREE**, and can be taught at a time & place convenient to you.

Businesses large and small can set up their own **Heartstart** Satellite Group, become affiliated to **Heartstart** UK, and may be eligible for a grant for training equipment from the British Heart Foundation.

For further information, employers or individuals should phone, fax or leave a message for the **Heartstart** Administrator, Mike Rennie, on (01294) 323478 (24 hour line) or write to :

Heartstart Ayrshire & Arran, Health Promotion Service, Room 99,
Ayrshire Central Hospital, Kilwinning Road, IRVINE, Ayrshire KA12 8SS