



**A HeartSmart Organisation
builds a culture of knowledge
& confidence in preparedness
for Cardiac Arrest.**



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Built in Collaboration with Our Trusted Cardiac Response Partners.

HeartSmart has been developed in consultation with Ambulance Victoria, NSW Ambulance, Monash, Latrobe and Victoria Universities, the South Australian Government and industry leaders.

Each of whom have worked alongside the HeartSmart team to develop a comprehensive approach to improve survival rates.

HeartSmart in collaboration with





What we know...

Cardiac Arrest is a global crisis that affects us all, it does not discriminate!

- Cardiac Arrest is everyone's responsibility
- Cardiac Arrest can happen to anyone, at any age, at anytime and anywhere
- Cardiac Arrest is one of Australia's biggest causes of death and disability, with over 28,000 Australians dying each year
- 80% of Cardiac Arrest occurs outside of hospital, at home, the workplace or at sporting events
- The current survival rate is less than 10% unless there is "early intervention." Responding within the first critical few minutes can improve survival rates to as high as 89%

What we have heard...

- Ambulance Victoria's (AV) Cardiac Arrest Improvement Strategy 2023-2028 has a vision to improve cardiac arrest survival rates by 30%.
- AV's strategy is based on international best practice and supported by all State Emergency Services.
- The strategy is calling for the support of businesses and organisations to participate in delivering on AV's strategy.



State Emergency Services priorities include:

- ✓ “Empowering people to take lifesaving actions while the ambulance is on its way.”
- ✓ They are looking for “grass root partnerships in the community and industry” for a more sustainable solution to improve people’s knowledge and confidence to act. Even if trained in CPR, most lay bystanders still lack knowledge and confidence to respond.
- ✓ They are seeking “local champions” who are willing to help lead the way by becoming part of a “comprehensive response system” by finding new ways to strengthen “the Chain of Survival.” Below are the steps in the Chain of Survival. As you can see, having access to a defibrillator is only part of the solution.



- ✓ They are investing in innovative models of care to improve survival rates of cardiac arrest. HeartSmart has been identified as an innovative model with a comprehensive approach for an organisation to be well prepared in the event of cardiac arrest.
- ✓ They are expanding the concept of “Heart Safe Communities” to remote locations to “fill in the gaps.” A HeartSmart Organisation aligns with “Heart Safe Communities” with a shared commitment to work alongside Emergency Services and Communities to make a difference.



Become a HeartSmart organisation and **make a difference**

A HeartSmart organisation is taken on journey to share knowledge and build confidence for all staff, customers, members and guests in the event of a Cardiac Arrest.

- ✓ Being a HeartSmart organisation is in alignment with State Emergency Services Cardiac Arrest Improvement Strategy.
- ✓ HeartSmart is a “culture of caring,” a narrative that demonstrates a genuine concern for the hearts of your people and community.
- ✓ Being HeartSmart supports our State Emergency Services helping to “fill in the gaps.”
- ✓ HeartSmart takes you on a journey to discover what we don’t know, how we can learn more, demystify the fears, knowing that everyone can play a role and make a difference.
- ✓ A HeartSmart Organisation places its people first, providing staff, customers, members and guests the knowledge, confidence and tools to be well prepared in the event of a cardiac arrest.
- ✓ HeartSmart builds on Environmental Social Governance (ESG), creating a positive social impact for your people.



As a HeartSmart organisation you will receive...

- ✓ Access to expert training and knowledge.

Courses covered include:

- Bystander CPR and Defibrillation
- Strengthening knowledge and confidence in applying the steps of the Chain of Survival
- Understanding the difference between a Heart Attack and a Sudden Cardiac Arrest
- Targeting educational assets suitable for staff, customers, members and guests
- Advice understanding legal responsibilities under the “Good Samaritan Act”

- ✓ Access to a Risk Assessment to systematically identify and evaluate your business preparedness for Cardiac Arrest and provide recommendations.

- ✓ Access to digital and print assets (posters and documents)

- ✓ Learning how to manage OHS /WHS and Public Liability risks around Cardiac Arrest

- ✓ Emergency Response planning for Cardiac Arrest

- ✓ Understanding the support needed post a Cardiac Arrest

- ✓ Access to premium curated products

- ✓ Ongoing support. A support team is available to answer any questions, providing support in maintenance, education or any other needs you may have.

- ✓ Marketing and engagement resources to promote HeartSmart status to your people, raising awareness in your community.

Sign up and join the HeartSmart club



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References

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Ambulance Victoria Cardiac Arrest

Improvement strategy 2023-2028

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