



# Resuscitation

## F23 Year End Summary

# First Aid & CPR

Cardiac arrest can happen to anyone, at any age, and often occurs without warning. When cardiac arrest does occur, those nearby are that person's greatest chance at survival. Getting the right care fast is critical and every second counts. Heart & Stroke NB is working to save lives by equipping New Brunswickers with the skills they need to provide faster, better emergency response.

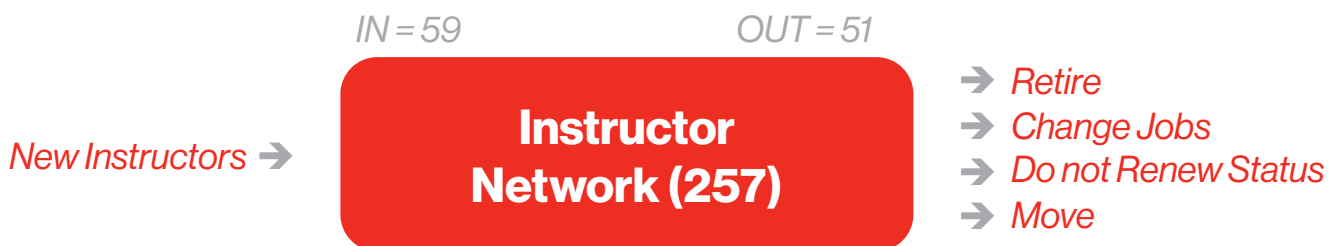
Heart & Stroke NB's First Aid & CPR programs, at all levels, intends to improve bystander abilities to react to emergency situations, enhance health care providers' skills for responding to cardiac emergencies, and increase survival odds for those suffering cardiac arrest.

## Network Update

The F23 year was a busy and exciting fiscal for the resuscitation program. Over the course of the year, 3,417 courses were offered, and 15,393 New Brunswickers were trained in First Aid & CPR. This is a 47% increase in training from the year prior! Upward trends in training statistics show that our resuscitation program continues to recover well from the pandemic, and that program growth is being achieved across the province.

Additionally, our capacity to teach continues to grow, with 59 new First Aid & CPR instructors onboarded in F23, for a year end total of 257 active instructors in our New Brunswick network! Attrition to some degree within our instructor network is inevitable due to factors such as retirements, changing jobs, moving, or simply because status is not renewed. Our goal is to plan for these changes, and to ensure that our network remains stable by onboarding new instructors as others leave the program. Knowing that F23 would be a year of higher than normal instructor loss, due to retirement and redeployment, stabilization of the instructor network was a high priority for the resuscitation team. We are proud that not only were we able to keep the network stable, but that it actually grew by a net of 8 instructors.

### *Instructor Network F23*



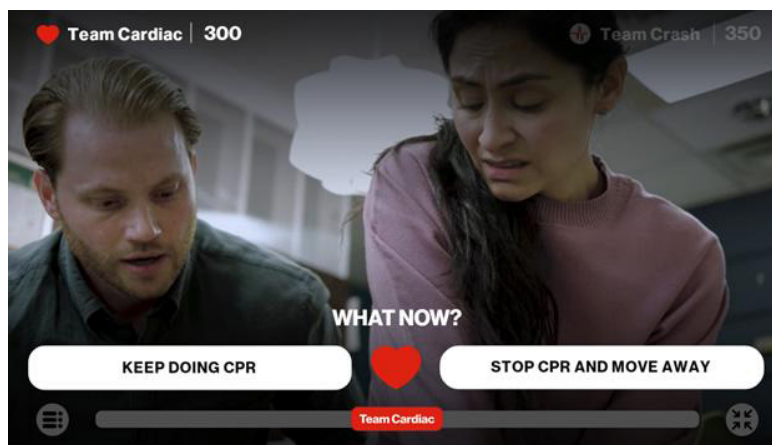
# New in Resuscitation

## **Liability Insurance:**

As of F23, First Aid & CPR instructors are now able to opt into liability insurance coverage through Cowan Insurance Group. This is available to all instructors, on a voluntary basis. This new option is meant to protect instructors from liability, and is primarily targeted towards community instructors who would not be otherwise covered through health professional insurances.

## **CardiacCrash:**

F23 saw the release of CardiacCrash - a gamified approach to teach CPR and AED skills in schools and workplaces. While there is no certification program associated with CardiacCrash – it is a dynamic, interactive program that teaches participants hands-only CPR and AED skills in less than an hour. The Canadian-made program can be delivered to a class of up to 40 participants and leads teams through an emotional, true-to-life cardiac arrest scenario. In F23, our RPM supported the piloting of this product across Atlantic provinces.



Research has shown that this type of learning design is more engaging and effective at acquiring and retaining skills and knowledge. We also know that teaching CPR & AED skills in school has the potential to improve the number of bystanders able to react in an emergency situation<sup>1</sup>.

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<sup>1</sup>KIDS SAVE LIVES: Basic Life Support Education for Schoolchildren: A Narrative Review and Scientific Statement From the International Liaison Committee on Resuscitation

# Awareness Campaigns

## World Restart a Heart Day: (October 13, 2022)

Restart a Heart Day raises awareness about cardiac arrest and helps people to learn CPR, giving them lifesaving skills and the confidence to use them. This year, our World Restart a Heart Day messaging had 2,003 impressions across all social media channels.



## November is CPR Month:

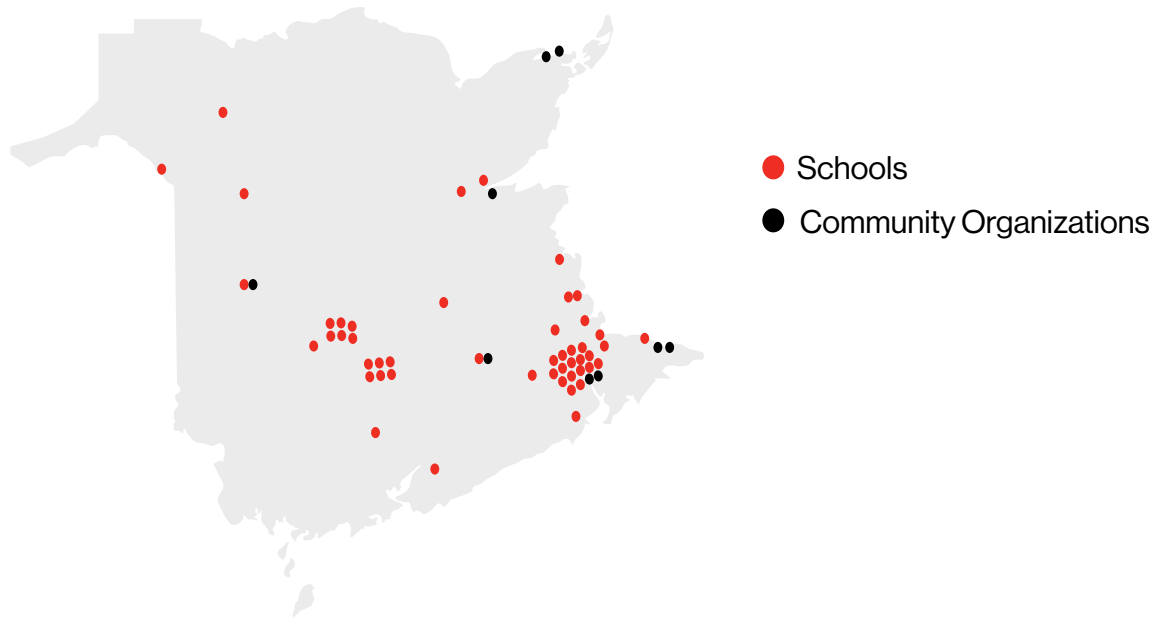
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# AED: Restart a Heart

F23 has been another successful year for our AED: Restart a Heart Program – an initiative which aims to improve the number of AEDs in public places! In the past year we have placed a total of 58 AEDs, which is an impressive annual increase. This brings the total number of AEDs placed since 2014 up to a remarkable 530.

*Instructor Network F23*



A large reason for the immense success of this program in F23 is due to our partnership with the Government of New Brunswick. This year, on March 1, 2023 – a joint press conference was held to announce the placement of AEDs in all New Brunswick Schools (49) that did not currently have a device. Along with the HSFNB Team, both the Ministers of Health and of Education & Early Childhood Development were present. Dr. Michel D’Astous, a Cardiologist, and a Cardiac Arrest survivor, Bill Wiseman, also spoke at the event, on the importance of AEDs! This partnership accounted for 49 of the total 58 AEDs placed.





Following the press conference, media attention regarding AEDs as a whole, simultaneously spiked. Media coverage has focused on the importance of AEDs in public places, and has correlated with an increase in AED inquiries being received. Through these inquiries, 9 additional AEDs were placed this year in varying community locations. The demand for AEDs continues to grow, and we anticipate more placements in F24.

## Conclusion

In Conclusion, F23 has been a very successful year for Heart & Stroke NB's resuscitation programs, having met or exceeded all targets. Moving forward, the team is continuing to modernize and create new products which meet instructors needs. F24 is anticipated to be another year of innovation & growth. Continuing to grow our First Aid & CPR programs will continue to be a priority in F24, with an emphasis on First Aid. We're looking forward to another successful year.

## APPENDIX A: TARGETS

### PROGRAM INDICATORS

	Total (2022)	Total (2023)	Yearly Target
<b>Number of Courses Taught</b>			
BLS	2028	2840	2130
ACLS	154	213	162
PALS/PEARS	61	97	64
Heart Saver	50	70	53
First Aid	27	197	29
<b>Total Courses</b>	<b>2,320</b>	<b>3417</b>	<b>2438</b>
<b>Number of People Trained</b>			
BLS	9086	11,918	9540
ACLS	659	1028	692
PALS	243	394	255
Heart Saver	303	373	318
First Aid	202	1680	212
<b>Total Participants</b>	<b>10,493</b>	<b>15,393</b>	<b>11,017</b>
<b>Instructors</b>			
# New Instructors	43	59	51
# Total Instructors	249	257	300
<b>AEDs</b>			
# New AEDs		58	25

### FINANCIALS

	Total	Target
<b>Total Revenue</b>	\$170,474.89	\$157,500.00
<b>Total Expenses</b>	\$106,063.55	\$52,200.00