



PRESS RELEASE

Cirencester Town Council Team undertake Lifesaving Training

Cirencester Mayor, Cllr. Nigel Robbins led staff at Cirencester Town Council to become lifesavers when they took part in the British Heart Foundation's (BHF) Call Push Rescue training.

Staff from Cirencester Town Council were taught how to perform cardiopulmonary resuscitation (CPR) and use a public access defibrillator. The training was part of the BHF's Nation of Lifesavers campaign which aims to improve cardiac arrest survival rates in the UK.

Over 30,000 cardiac arrests happen out of hospital every year¹ with 80 percent of these happening at home², sometimes in front of families or loved ones. Currently in the UK less than one in ten people survive³ – partly because people don't know the three simple skills that could help save a life: CALL 999. PUSH hard and fast in the centre of the chest 30 times and give RESCUE breaths.

Cllr. Robbins said, "We were thrilled to deliver this lifesaving training using the BHF Call Push Rescue model.

"CPR is such an important skill and could be critical in an emergency situation. By empowering more people with the know-how to respond in an emergency we hope to have contributed to saving more lives in Cirencester the future."

Sarah Standing, Fundraising Manager for Gloucestershire & Bristol, said: "When someone suffers a cardiac arrest, every second counts and performing immediate CPR can in some cases double the person's chance of survival. Knowing how to react when you're faced with a cardiac arrest can mean the difference between life and death.

"We're delighted that staff at Cirencester Town Council have joined our growing Nation of Lifesavers by training its staff in CPR to ensure that many more potential lifesavers are walking the streets of Cirencester."

When someone suffers a cardiac arrest their heart stops pumping blood around the body. They lose conscious almost at once and there are no signs of life. In this situation a person must call 999 and start CPR immediately. For every minute that passes without defibrillation and CPR, chances of survival decrease by around ten per cent.

The Nation of Lifesavers campaign was launched in 2014. Since then over 350,000 people have learnt life-saving CPR and more than 1,300 schools have been awarded free training kits.

The BHF's strategy includes the rollout of a quick-and-simple CPR training programme, a continued call to ensure all young people learn CPR at school and a commitment to running mass awareness CPR campaigns. The BHF's innovative training programme enables schools, workplaces and community groups to become completely self-sufficient in teaching the three simple steps that could save a life: Call. Push. Rescue.

For more information on how you can help BHF create a Nation of Lifesavers visit bhf.org.uk/lifesavers

Notes to editors:

British Heart Foundation

"For over 50 years BHF have pioneered research that's transformed the lives of people living with heart and circulatory conditions. Our work has been central to the discoveries of vital treatments that are changing the fight against heart disease. But so many people still need our help. From babies born with life-threatening heart problems to the many Mums, Dads and Grandparents who survive a heart attack and endure the daily battles of heart failure. Join our fight for every heartbeat in the UK. Every pound raised, minute of your time and donation to our shops will help make a difference to people's lives. For more information visit bhf.org.uk."

References

- ¹ BHF estimate over 30,000 cardiac arrests outside of hospital a year where the emergency medical services attempt to resuscitate the victim. Detailed statistics are currently only available for England.
- ² BHF estimate based on North East Cardiac Arrest Network - NECAN (2013), Out of Hospital Cardiac Arrest Registry 2012 and London Ambulance Service (2013), Cardiac Arrest Annual Report: 2012/13
- ³ BHF estimates on available data in England (8.6%) www.england.nhs.uk/statistics/statistical-work-areas/ambulance-quality-indicators/.

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Release Date : 17th October 2017

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