



CIPR PRIDE AWARDS 2019 GOLD WINNER

Category: Low Budget Campaign

Company: British Heart Foundation Scotland

Entry title: Scotland: A Nation of Lifesavers

Brief and objectives:

Cardiac arrest is the ultimate medical emergency. Without intervention, a person's chance of survival drops by 10% every minute. There are around 3,500 out-of-hospital cardiac arrests (OHCA) in Scotland annually but just one person in twelve survives.

Scotland lags far behind world-leading nations like Norway and Denmark, where survival rates as high as one in four have been reported.

The aims of the campaign were to:

- Raise awareness of the importance of bystander CPR to save lives
- Increase the number of people trained by leading a programme where all pupils learn CPR before leaving school
- Engage with Scotland's 32 local authorities to deliver a commitment to this programme.

The idea, research and planning:

The campaign idea was formed in response to health data showing too many people die in Scotland from OHCA compared to world leaders. Following international evidence and best practice, we particularly noted Scotland's poor rate of bystander intervention.

International leaders like Norway and Denmark transformed their poor bystander CPR rates – and in turn survival rates – by mandating CPR training in schools. With clear correlation between mass training of young people and improved survival, we approached the Scottish Government.

When the Scottish Government failed to act on our calls to include CPR on the school curriculum, we decided to engage with Scotland's local authorities where responsibility for the curriculum lies.

Strategy, tactics, creativity and innovation:

Our strategy was to implement 'first follower' theory, building a campaign to increase pressure on those not supporting it. The concept is that by attracting an adherent to an initiative – in this instance teaching CPR in schools – we begin a movement that might seem out-of-step with current thinking. The first follower is considered to be as important as the initiator because they legitimise the leader's position.

In this case, each local authority that joined the campaign normalised the idea of training pupils. This put increasing pressure on those that hadn't. Early success in the campaign would create momentum and influence others.

Tactics varied across local authorities, but we followed three basic steps:

1. Build political support across all parties, using our network within Holyrood and Westminster to support the change and engage with key decision makers
2. Demonstrate the clear difference teaching CPR in schools could make to survival rates using international evidence with local statistics and case studies
3. Ensure recognition for councils' commitment, helping heighten their communications through our PR and social media channels.

The campaign was innovative in its approach. To our knowledge, no national policy change has been achieved by engaging with local authorities. Change of this scale is always delivered nationally.

We implemented a fully integrated media campaign. TV presenter Lorraine Kelly endorsed our initiative publicly. We commissioned unique video content and amplified our message on social media with the creation of a Nation of Lifesavers map, totalising each council as it came onboard. It helped maintain momentum and galvanised those in areas yet to sign up to push their local council for change.

We secured the support of national TV news, with STV travelling to Denmark for a feature highlighting the good practice and success we aimed to replicate.

Delivery:

The campaign had three phases.

Phase one: gain a commitment from one high-profile local authority. For this we chose Glasgow City Council, the largest in Scotland.

Following the tactics detailed earlier, we worked with the Evening Times on a local media campaign, gained support from a cross-party group of MSPs and MPs, and engaged in detailed discussions with the council's Education Department. On 11 June, Glasgow became the first local authority in the UK to commit to ensuring all pupils were trained in CPR before they left school.

Phase two: find the first follower, build momentum.

A targeted approach was taken towards 10 more local authorities, working with MSPs to share the story locally and call for others to follow Glasgow.

Nine days after Glasgow's announcement, Aberdeen City gave their commitment. By December 2018, half of Scotland's local authorities were on-board. Our success was acknowledged in the Scottish Parliament and was already achieving substantial media coverage.

Phase three: identify a major momentum moment to increase pressure.

In early 2019, we grouped seven local authorities together to make one big national announcement, leaving just nine local authorities.

These nine represented the outliers who had chosen not to engage with us. Stepping up our negotiations, sharing best practice and international experiences, we challenged them to join. Our work paid dividends.

On 5 April 2019, we were able to announce that every council had committed to the campaign.

Measurement and evaluation:

All 32 local authorities have committed to CPR training and implementation is underway.

Our efforts have been praised by leading experts and we received widespread praise from local and national politicians and substantial media coverage.

During the course of the campaign, there have been 180 individual news stories in press the length and breadth of Scotland, with more than 72.6 million opportunities to see coverage of the campaign.

On the day we announced support from all councils, we achieved substantial broadcast coverage, with features on news bulletins on BBC and STV throughout the day, and on radio across the country. A total of 39 press stories appeared in the days following the announcement.

Social media also played a significant role. On the day we announced 100 per cent coverage, our videos and posts were viewed more than 119k times on Twitter with our Nation of Lifesavers map seen 52k times. Lorraine Kelly's video has a reach of 38k on Facebook.

Budget and campaign impact:

Overall budget: £13870

- Staff budget: £8000
- Party conference events: £2070

- Digital/design £3800

Campaign Impact:

The commitment by all local authorities means around 50,000 pupils will be trained annually, turning Scotland into a nation of lifesavers and improving OHCA survival rates.

The campaign has eradicated the postcode lottery in relation to access to training. All local authority schools in Scotland will now teach CPR and it will become a core part of academic life, with all young people – irrespective of socio-economic background or ethnicity – learning these vital skills.