



Saving lives **today.** Creating change **tomorrow.**

Our ambitious vision to transform **resuscitation**, tackle **cardiac arrest** and restart more **hearts** — now and in the future

A Case for Support

Beat cardiac arrest.



An opportunity to make an impact

When it comes to cardiac arrest, every second counts. From the moment it hits, immediate action is required to avoid serious complications and loss of life. But through proven resuscitation methods of CPR and AED, the chances of survival dramatically improve by three to four times.

Time is equally crucial when it comes to the problem overall. With tens of thousands of people in Canada experiencing cardiac arrest each year, *we do not have time to waste*. Even though significant progress continues to be made, more can still be done to ensure everyone across Canada – from our closest friends, family and loved ones to complete strangers – are equipped and empowered with the knowledge, skills, tools and infrastructure needed to react and respond confidently and effectively.

And while cardiac arrest will never truly disappear, we *can* overcome its most avoidable impacts.

Heart & Stroke has the transformational vision for a significant culture shift around resuscitation and cardiac arrest, one that will prepare us all to do our part, set the stage for a more resilient future and, ultimately, restart more hearts and save more lives.

We have outlined a comprehensive framework that will drive innovative resuscitation research, cultivate public awareness and education, encourage widespread training and foster transformative systems change. By raising **\$20 million from visionary partners and generous donors**, we can save more lives right now while paving the way for a future where people are better informed and prepared to take action, and where data-driven research and advocacy result in quality health improvements and better outcomes.

We are ramping up our efforts to make a real, immediate impact while fostering long-term, sustainable and scalable change. This will be a movement for today, tomorrow and long into the future – one that will not only make a difference right now, but will safeguard future generations and guarantee their heart-healthy future.

Every second counts

Cardiac arrest is sudden, often unexpected and can happen to anyone, at any age.

Over 60,000 cardiac arrests occur in Canada each year, with more instances than previously estimated occurring outside the hospital environment and away from emergency care. Cardiac arrest is also impacting people sooner than ever before, with many instances happening in individuals under the age of 65. Overall, just one-in-ten people will survive a cardiac arrest outside of a hospital.

It doesn't have to be this way. We know the lifesaving impacts of CPR and AED use – but even though cardiac arrest is treatable, only fast action will save lives. Brain injury can begin within five minutes and the possibility of survival from cardiac arrest drops significantly with every minute that passes without CPR delivering blood to the brain or an AED shocking the heart to help it restart.

Quick action makes all the difference. With ever-increasing strains on our emergency services impacting response times, bystander intervention is more important than ever – but the reality is still that not enough people receive the lifesaving CPR they need to survive. Even if they are able to accurately recognize a cardiac arrest, many people lack the confidence to step into an emergency situation to perform CPR (even if dispatcher-assisted), nor do they understand their protections from liability. At the same time, socio-economic and other factors, including gender inequity, can also have an impact on the risks of cardiac arrest and effectiveness of resuscitation.

With awareness, education and a steadfast commitment to continuous quality improvement through research and public health policy, Heart & Stroke can ensure that rapid response, resuscitation and survival becomes the norm across Canada.



Out-of-hospital cardiac arrests have a survival rate of only

10%



Someone in Canada will die from cardiac arrest every

9 mins.



Bystander CPR across Canada ranges only from

42%-72%



Bystander use of AED in public is only

13%



The percentage of people who can recognize cardiac arrest after unexpected collapse is only

4%





Robert's story

“Everything was in place to save my life.”

October 5, 2021 was a Tuesday like any other for Quebec actor, singer and director Robert Marien. “I had been playing hockey with my friends for about an hour, and I had actually been playing pretty well. I went to the corner of the rink to get the puck, when suddenly, without warning the lights went out, I collapsed on the ice. My heart stopped beating for nine minutes.”

Robert was in cardiac arrest. He was fortunate that his teammates and others at the arena recognized what was happening and knew what to do: they called 9-1-1 immediately, started CPR and got an AED. “They used the AED and it restarted my heart before the ambulance arrived. I was so lucky! Everything was in place to save my life. I am extremely grateful for that chain of survival.”

Paramedics took Robert to the hospital where he was treated for a blocked artery and implanted with an internal defibrillator. He has since become a passionate advocate for increasing public access to defibrillation. **“It is simple,” he says. “AEDs should be as common as fire extinguishers.”**

Transforming resuscitation, tackling cardiac arrest and restarting hearts:

Heart & Stroke's \$20-million vision for today and tomorrow

To address the significant, ongoing and even worsening impacts of cardiac arrest, elevate the general public's awareness and preparedness to respond, and nurture lifesaving improvements and advancements to define our approach moving forward, Heart & Stroke needs not only to continue what's been done, but also elevate and expand upon these efforts. We will build solutions to save lives right now while initiating the strategies that will improve outcomes for all people in Canada long into the future.

Through the partnership, collaboration and support of visionary partners and generous donors who will help us raise \$20 million towards realizing this vision, Heart & Stroke aims to:

- **Double** the cardiac arrest survival rate
- **Increase** bystander CPR and AED use
- **Improve** outcomes for those impacted by cardiac arrest, including survivors, lay responders and families.

To achieve these goals, we have developed a comprehensive strategic framework centred on **four priority areas of support** (see below), which capitalize on Heart & Stroke's existing expertise and impact and focus on where support can make the most significant difference. On their own, any of these priority areas would be poised to make a significant impact, but collectively, they have the potential to revolutionize the culture around resuscitation and cardiac arrest, bringing about lifesaving change today while creating a future where we are more prepared than ever to respond.

Our priorities are as follows:



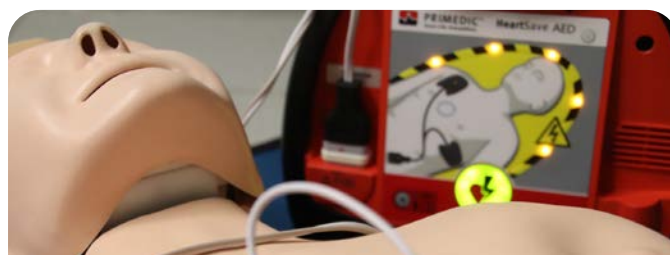
Revolutionize **CPR/AED** training



Generate **public** awareness and education



Cultivate **research** innovation



Champion **lasting** change

Our priority areas of support

Revolutionize **CPR/AED training**

We will bring **lifesaving resuscitation education and skills** to more people in Canada by making Heart & Stroke's award-winning CardiacCrash™ training program a permanent staple in schools, workplaces and the greater community.

Heart & Stroke's CardiacCrash™ resuscitation training program has provided thousands of people across the country with the foundational skills needed to recognize and react to the signs of cardiac arrest and contribute to saving lives. This interactive, team-based, gamified experience teaches participants hands-only CPR and AED use in less than an hour.

Through donor support, Heart & Stroke will subsidize the costs of bringing this innovative program into schools across the country, giving generations of young people early exposure to lifesaving techniques and cultivating a culture of preparedness. By partnering and working alongside community organizations, we can make the program available to underserved populations who may not otherwise have the opportunity to participate in this training, or directly to those from marginalized communities.

We will also work with employers to supplement their existing health and safety efforts by encouraging increased uptake of CardiacCrash™ in workplaces and corporate environments – either by bringing in qualified instructors or licensing their own employees to deliver the program.

Generate **public awareness and education**

We will mobilize **mass media and public awareness campaigns** to reach all people in Canada and empower them with the knowledge, skills and confidence to recognize signs of cardiac arrest, react swiftly and help save lives.

To maximize the impact of our messages, we can't limit our reach to just specific target audiences, nor can we rely on ad-hoc initiatives or campaigns to get the job done. The more people know how to recognize the signs of cardiac arrest and are consistently exposed to the knowledge on how to respond appropriately, the more lives can be saved.

Through a combination of transformative investment from donors and in-kind media opportunities contributed by partners, we will activate a comprehensive awareness program that will make use of a range of high-impact channels to bring all people in Canada up close and personal with the simple, lifesaving steps of calling 9-1-1, performing CPR and using an AED.

Using the roadmap set forth through our other successful campaigns, including our nationwide stroke awareness campaign (i.e., FAST), we can develop the world-class assets and enable access to the tools and resources that will teach people how to help the moment cardiac arrest hits and highlight the important role they can play in enabling the best possible chance of survival when outside a hospital setting. These efforts will be further targeted to ensure they address the unique risks faced by marginalized communities, including Black, South Asian and Indigenous populations.

Cultivate **research innovation**

We will rally the research community to address our most pressing challenges and cultivate high-impact research and lifesaving innovation for the future of resuscitation science through **a first-of-its-kind, nationwide research competition.**

Heart & Stroke has a proven track record of establishing high-impact research competitions to drive innovation in critical areas such as congenital heart disease, heart failure and women's heart and brain health. Now, for the first time ever in Canada, we will mobilize this tried-and-tested method to drive the next breakthroughs that will transform how we respond to cardiac arrest.

By bringing the country's leading thought leaders, researchers, first responders and non-profit organizations together to discuss the greatest challenges and opportunities facing resuscitation science, we will identify the data-driven priorities where improvements are needed and where interventions can make the most significant impact. We will then invite the best-of-the-best researchers with recognized experience and expertise to come forward to propose ground-breaking research projects that will address these gaps – bringing with them world-class, collaborative teams of researchers, clinicians and knowledge users spanning multiple institutions across Canada.

As a winning proposal is chosen and implemented, and tangible knowledge translation reaches our health system, this competition will also become a catalyst for further impact, attracting interest from additional partners and making it possible for the participating institutions to continue cultivating and leveraging additional support to sustain and evolve their research.

Champion **lasting change**

We will drive **long-term, sustainable change** in public health policy, research and our overall approach to cardiac arrest and resuscitation through data-driven government advocacy at every level.

Through strategic engagement with government bodies, policymakers and stakeholders, Heart & Stroke has long been engaged in advocating for evidence-based, quality improvements to Canada's public health – including increased funding for cardiovascular research, tobacco control measures and the development of initiatives promoting healthier lifestyles.

To create a nation better prepared to respond to cardiac arrest, Heart & Stroke will further elevate these advocacy efforts by engaging government entities at the municipal, provincial and federal levels on specific policies aimed at improving the infrastructure and practice around resuscitation and cardiac arrest. We will prioritize such initiatives as AED registration, dispatcher-assisted CPR and mandatory AED placement in workplaces, arenas, schools and other public and private locations across Canada.

These priorities will continually develop over time through learnings derived from the ongoing collection and analysis of key heart health data. As one of the only organizations involved in generating such data, Heart & Stroke remains at the forefront of the latest advancements, evolving technologies and most pressing issues and responsive to the dynamic landscape of cardiovascular health, cardiac arrest and resuscitation. This data guides us towards groundbreaking research and strategic advocacy with the greatest potential to evolve resuscitation practices, improve outcomes, save lives and enhance community resilience across Canada.

Join us in saving more lives today and creating sustainable change for tomorrow.

Heart & Stroke is ready to **beat heart disease** and initiate a significant culture change around resuscitation and cardiac arrest. By realizing our \$20-million vision alongside our community of support, we will enable the training, awareness, research and long-term systems change needed to ensure a brighter, healthier and more prepared future for all people across Canada.

We would be pleased to discuss opportunities and ideas for how you can support this initiative in a way that aligns with your philanthropic goals and helps make our vision for the future possible.

Beat cardiac arrest.

heartandstroke.ca



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