



HEART
OF THE
NATION

WORLD RESUS RALLY 2024

Influencer Pack



Keep The Beat Going

Event Overview

Raising awareness and educating that anyone can help save a life – even without formal training. What you'll learn is the minimum needed to make a HUGE difference in someone's survival.

What to expect at World Resus Rally -

- Recognise the signs of cardiac arrest.
- Learn what any untrained bystander can do if someone's heart stops – CALL, PUSH, SHOCK.
- How to use an AED as well as conduct hands-only CPR.
- 2-minute pushathon – grab your cushions, teddy bears or basketballs!
- Cameos from celebrities who have volunteered to support, as well as a mini trivia session and animation.

World Resus Rally – October 16th



Australia

7pm AEST



UK

9am BST



India

2:30pm IST



US

8pm EST

Campaign Goals

- Raise awareness that *anyone can help save a life.*
- Turn inaction into action – *any attempt a resuscitation is better than none.*
- Spreading key life-saving message of **Call, Push, Shock.**



Key Messages

- Be part of the wave of change.
 - The more people talk about cardiac arrest, know they can perform CPR and use an AED, the more lives saved.
- Any attempt at resuscitation is better than none.
 - You don't need to be certified to perform CPR. Anyone can use an AED.
- Anyone can help save a life.

**BE PART
OF THE
WAVE
OF CHANGE**

Talking Points

- Sudden Cardiac Arrest affects over 3 million people every year.
 - In Australia alone, over 26,000 people suffer a sudden cardiac arrest every year.
- It can happen, to anyone, anywhere, anytime.
 - It's not just an "old person" problem. SCA is one of the top causes of death in young adults.
- Survival rates from a sudden cardiac arrest are only 8% globally.
 - In Australia, it's 5%.
- Your chance of survival decreases by 10% for every minute without CPR and an AED.
 - If you don't call emergency services, start CPR and use an AED, chances of survival will be incredibly low.
- With CPR and an AED used within first 5 minutes, survival rates can more than triple.
- You don't need to be trained or certified in CPR and how to use an AED.
- Be better prepared, be ready to save a life by joining me at the World Resus Rally.

Caption Ideas

Sudden Cardiac Arrest can happen to anyone, anywhere, anytime. Are you ready to save a life? Join the #WorldResusRally2024 on October 16.

Every minute without CPR and AED reduces survival by 10%. Don't wait—learn the life-saving steps at the World Resus Rally on October 16. #BeReadyToRescue

Did you know that SCA survival rates are only 8% globally? Join the World Resus Rally on October 16 and change the odds. #CPRsavesLives

In Australia, over 26,000 people suffer sudden cardiac arrest each year. Be prepared—join me at the World Resus Rally on October 16. #ReadyToRescue

It's not just an 'old person' problem. SCA is a leading cause of death in young adults. Let's be prepared together at the World Resus Rally on October 16.
#BeReadyToRescue

Survival rates can more than triple with CPR and an AED used within the first 5 minutes. Learn how to make a difference at the World Resus Rally on October 16.
#WorldResusRally2024



Where to send your followers...

Our Social Handles



@heartnationaus



@heart of the nation Australia

Please follow and tag us on your posts

Hashtag to Use

#WorldResusRally2024

Landing Page to send your followers to

www.heartofthenation.com.au/world-resus-rally

Posting Schedule

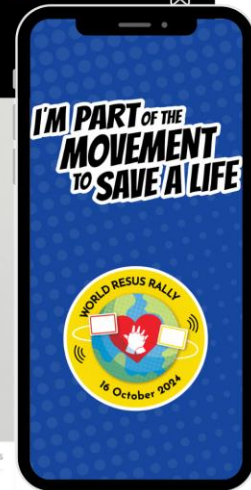
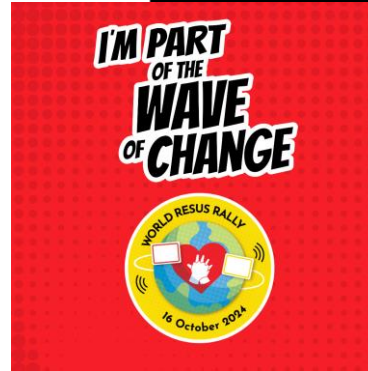
Campaign kicks off Sept 16th, ends October 16th

Call to Action

Head to heartofthenation.com.au/world-resus-rally to find out where to watch

Asset Suite

- WRR Badge and post overlays (square and Stories)
- Please feel free to use these as much as you want.



Content We'll Produce

- Greg thank you video mentioning you posted on Insta/TikTok for you to remix/duet
- Survivor Stories
- Repost/reshare your posts
- Quiz/trivia (aka myth busting)
- Stats around SCA

CONTACT INFO

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THANK YOU



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