

RESTART A HEART DAY

OCTOBER 16 2026

RESOURCE PACK



**NEW ZEALAND
Resuscitation Council**
WHAKAHAUORA AOTEAROA



**Restart
a Heart**

RESOURCE PACK

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WHAT IS RESTART A HEART DAY?

Restart a Heart Day is an annual event promoting awareness about the importance of CPR and early defibrillation in saving lives from cardiac arrest.

Restart a Heart day aims to empower and encourage our community to be prepared to recognise and respond to a cardiac arrest by reinforcing the importance of CPR education and AED use.

In Aotearoa there are about 2,500 people responded to in cardiac arrest per year, only 1 in 10 survive.

Minutes count, quick action prior to the arrival of emergency services can make the difference to survival when someone is in cardiac arrest.

Call Push Shock to save a life.

WHO IS THE NEW ZEALAND RESUSCITATION COUNCIL?

The New Zealand Resuscitation Council is the standard setting body for resuscitation and first aid in Aotearoa, New Zealand.

We focus on international scientific developments within resuscitation and apply the evidence to the New Zealand environment in the form of our guidelines. These guidelines are continuously evaluated based on the latest international science.

Our mission is to set the standard for resuscitation and first aid in Aotearoa, New Zealand. From this, our vision is that any person in need has the best possible outcome from immediate threat to life and limb.

HELP US SAVE LIVES

Restart a Heart Day aims to empower New Zealanders to recognise and respond to cardiac arrests. Resuscitation is attempted by emergency services in over 2500 cardiac arrests annually in Aotearoa New Zealand. Survival is only 11%.

When CPR is initiated, and an AED is attached in the first few minutes after arrest, survival is double or tripled.

We need your help to share that AEDs are safe and simple to use, and save lives.

Recognising and responding to a cardiac arrest is as simple as Call Push Shock.



CAMPAIGN TIPS AND TRICKS

DEFINE YOUR MESSAGE

Decide what message you want to focus on for this year. Consider your audience and focus on what is most relevant to them and where you can really make a difference.

SET YOUR GOALS

What do you want to achieve during the campaign? Decide on the platforms you want to use, the type of content you want to make, and the number of posts you want to make.

MAKE EACH YEAR UNIQUE

Each year focus on something a bit different – one year you might want to focus on AED awareness, other years you might want to focus on CPR. Decide your focus and ensure all your content aligns with it.

PREPARE IN ADVANCE

Give yourself plenty of time to plan your campaign in advance. Decide your focus, goals, and what makes this year unique.

Create your content early and schedule it so on the day all you need to do is monitor your content and share others' content.

Use our provided resources (see next slide) to help inform your campaign.

SOCIAL MEDIA TOOLKIT

Share these resources via your social media to help us promote Restart a Heart Day and spread awareness of cardiac arrest and AEDs.

Visit our website to download these resources: callpushshock.co.nz

Social media tiles



A4 poster



A3 poster



WHAT IS A CARDIAC ARREST AND WHAT DOES IT LOOK LIKE?

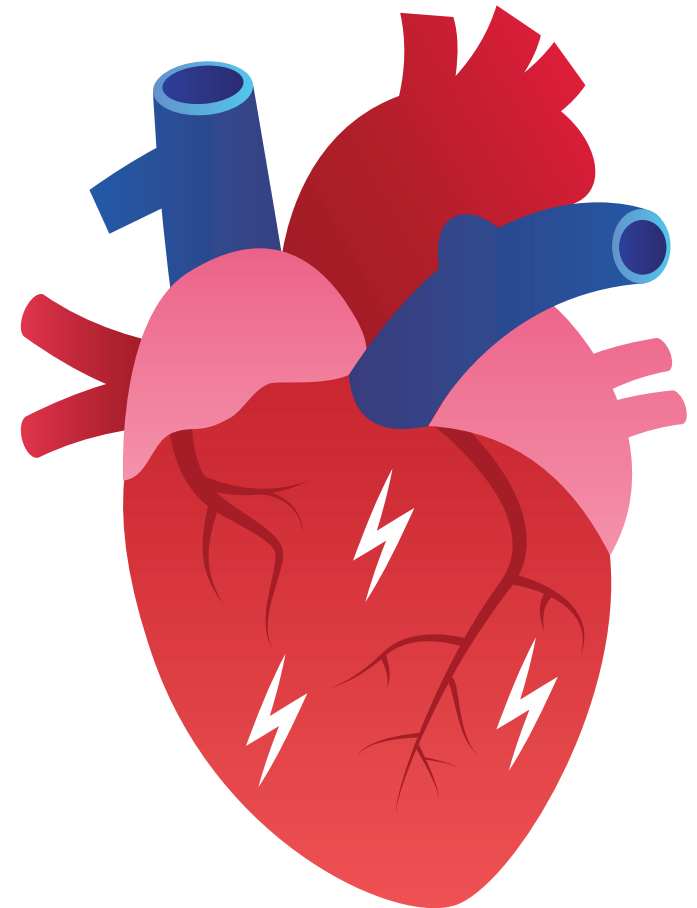
A cardiac arrest is when a problem in the heart's electrical system causes it to stop beating.

During a cardiac arrest the person will be unresponsive and not breathing normally.

What does that mean?

An unresponsive person won't respond to voice or pain.

Someone not breathing normally might be gasping, snorting, gurgling, or moaning when they breathe, or they may not be breathing at all.



IS CARDIAC ARREST JUST A DIFFERENT NAME FOR A HEART ATTACK?

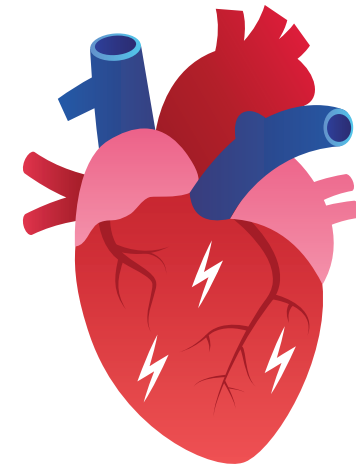
No, a cardiac arrest is not the same as a heart attack.

A cardiac arrest is an ‘electrical’ problem where the heart’s electrical system malfunctions, causing the heart to stop beating entirely, leading to a collapse, unresponsiveness, and abnormal breathing.

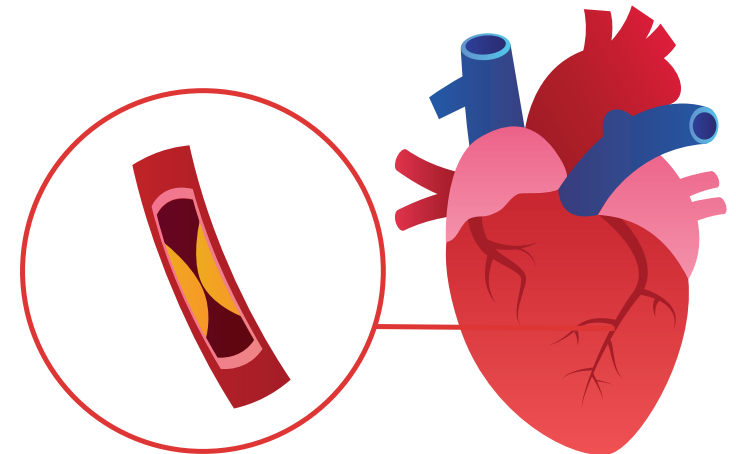
A heart attack is a ‘plumbing’ or circulation problem where a blockage cuts off blood flow to the heart, causing part of the heart muscle to die while the heart continues to beat. Someone having a heart attack will be able to speak and call for help.

While a heart attack can lead to a cardiac arrest, they are different conditions requiring differing responses.

Cardiac arrest



Heart attack



UNDERSTANDING CALL PUSH SHOCK

If someone is un-responsive and not breathing normally, they are in cardiac arrest and need CPR immediately to save their life. Minutes count in cardiac arrest, by not delaying advanced response, someone is given the best chance at survival.

CALL PUSH SHOCK IS SIMPLE AND SAVES LIVES.

Call 111 is the first step, whether you are trained in CPR or not, the call taker can guide you through CPR until emergency services arrive.

Push

Begin CPR: Push hard and fast in the middle of the chest. Continue until emergency services arrive.

Shock

An AED is required ASAP to restart the heart. If you are alone, continue CPR until emergency services arrive. If an AED is close by, and someone can get an AED prior to emergency services arriving, this will give someone the best chance of survival.



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AED LOCATIONS

In an emergency, knowing where your nearest AED is might save the life of a loved one. The AED Locations app is a great way to find out where the nearest AED in your neighbourhood is.

AED Locations shows where AEDs are, what times they're available to the public, and how to access them.

Visit <https://aedlocations.co.nz/> to learn more.



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CARDIAC ARREST FAQs

WHAT IS CARDIAC ARREST?

Sudden Cardiac Arrest is a life-threatening emergency that occurs when the heart suddenly stops beating. It may lead on from a heart attack or occur suddenly without symptoms.

Cardiac arrest can occur in people of all ages, even children and teens.

When someone is in cardiac arrest, the person collapses and doesn't respond to pain or voice, or breathe normally. They may gasp or shake as if having a seizure.

Cardiac arrest leads to death in minutes if the person does not get help right away. Survival depends on people nearby calling 111, starting CPR, and using an AED (if available) as soon as possible.

WHAT ARE THE SYMPTOMS OF A CARDIAC ARREST?

Symptoms include collapsing, unresponsiveness, and not breathing normally.

If someone is both unresponsive and not breathing normally, they are in cardiac arrest. Call 111, Push Hard and Fast in the middle of the chest and attach a Defibrillator (AED) as soon as possible.

HOW DO I USE AN AED?

All you need to do is turn it on and follow the instructions.

AEDs provide voice instructions to guide you through the process. The AED analyses the heart rhythm and decides if a shock is required. You cannot accidentally shock someone.

Using an AED as soon as possible provides the best chance of survival; CPR alone is not enough to save the life of someone in cardiac arrest.

GET INVOLVED

CALLPUSHSHOCK.CO.NZ

INFO@RESUS.ORG.NZ



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