LEADING A COMMUNITY CHARITY IN RAISING AWARENESS OF SUDDEN CARDIAC ARREST IN THE YOUNG

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INTRODUCTION

- Sudden cardiac deaths are the leading cause of nonaccidental death in young individuals.
- The overall survival rate from cardiac arrest in the UK is less than 10%, but early AED and CPR use can improve survival rates to > 70%.

LEADING A CHARITY TO DRIVE PUBLIC HEALTH CHANGE

- The Joe Humphries Memorial Trust (JHMT) is a Leicestershire charity set up in 2012 with an overarching aim to facilitate increased awareness and understanding with the aim of reducing the impact and incidence of sudden cardiac death in young people.
- I have been the medical lead for the JHMT since August 2020 in addition to my full-time clinical commitments as an NHS consultant cardiologist.

OBJECTIVES

- Recruitment and retention of volunteers to form part of the steering team for the trust medical activities.
- 2. To raise awareness of sudden cardiac arrest in the community, with innovation to reach a larger audience and navigate through the COVID pandemic.
- Promote education and training on sudden cardiac arrest awareness, safe exercise and CPR/AED use to members of the community, schools and sports clubs
- Form alliances with University hospitals of Leicester (UHL) and have a prominent role in inherited cardiac conditions service development
- 5. Contribute as a key medical stakeholder to strategy planning locally with councilors and ambulance services to ensure equitable care for people in Leicestershire

RESULTS

Teamwork/ steering group Raising public awareness and innovation

Education and training

Quality

assurance -

BHF

accredited

AED/CPR

training

sessions at

schools.

sports clubs

and

community

have been

CPR/AED

trained in 12

sessions

Alliance with UHL / develop ICC services

Supported

Strategy planning

Lead a team
of 8
volunteers
from different
backgrounds
including
nursing,
paramedics,
sports

backgrounds
including
nursing,
paramedics,
sports
coaching and
sports science

Organise the
JHMT annual
SADS
awareness
week
(Hybrid)

Developed
the award
winning UK
coaching SCA

e-module

toolkit

(17,000 UK

coaches

trained so

date)

centres
Since all UK
COVID
restrictions
were lifted,
159 people

development
of the local
ICC clinic
through
funds raised
for a nurse
specialist & a
bereavement
counsellor

Engage with healthcare professionals through education courses (annual JHMT conference) Developing public health cardiac safety protocols alongside Leicester Council and East Midlands ambulance services to make

shire heart

smart

No conflict of interest

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CONCLUSIONS

- The JHMT continues to raise awareness on young sudden cardiac death and hope to resume more education activity post pandemic.
- On behalf of the charity as its medical lead, we hope these efforts will reduce the frequency of young sudden cardiac death in Leicestershire.



