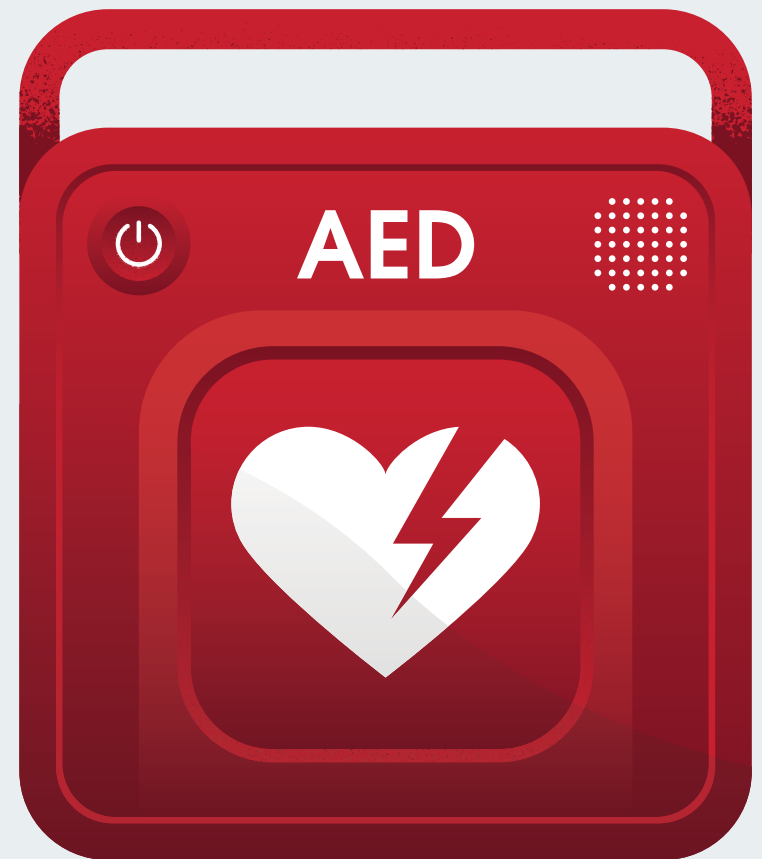


Shockingly simple.

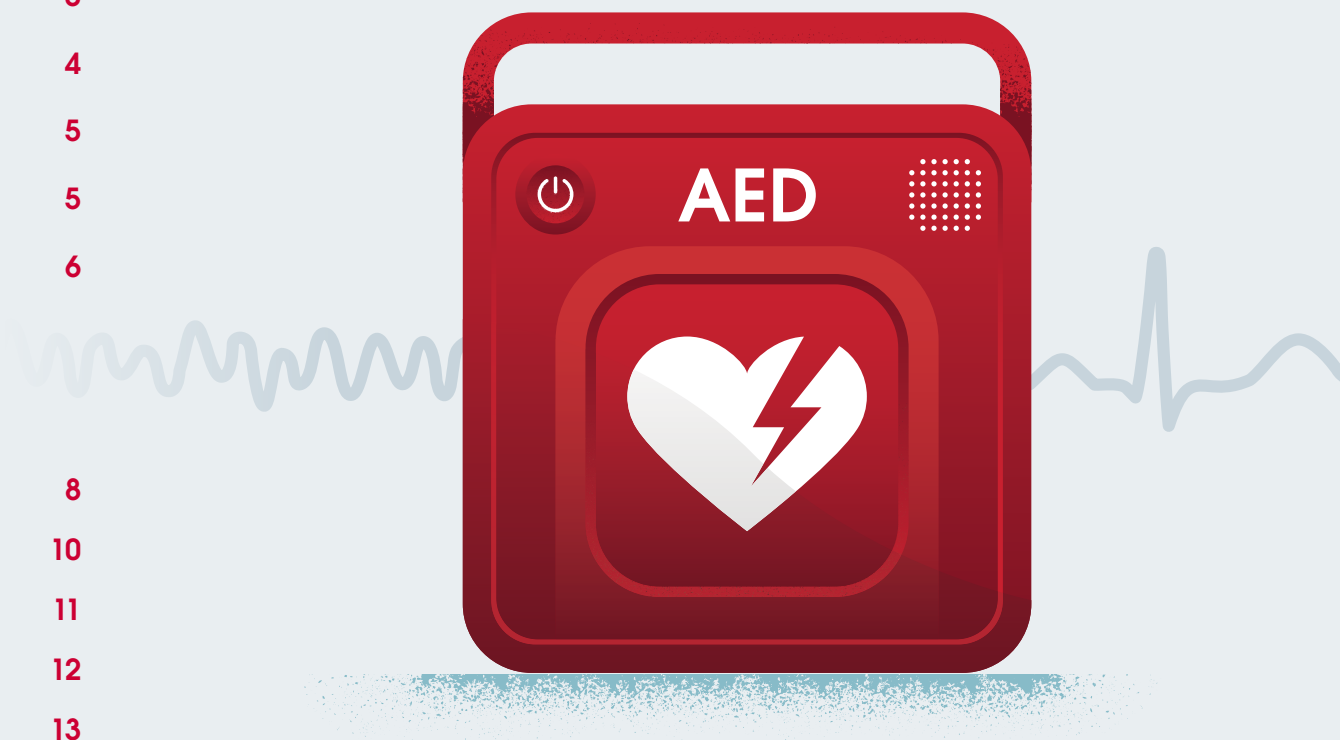
AED awareness
and education

Resource kit



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To our supporters,

Thank you for helping us towards our vision to make heart health achievable by everyone in Australia by 2050

Every year in Australia, more than 32,000 people have an out of hospital cardiac arrest, and currently at most 10% of these people will survive.

This is why we are working with partners across the country to increase survival to 30% by 2050.

But we need your help if we are to achieve this.

We know that if more people are trained in CPR and are confident to use an automated external defibrillator (AED) before paramedics arrive, then survival rates from sudden cardiac arrest will increase.

So, this October, the Heart Foundation is launching a national campaign to increase public understanding of AEDs and make more people confident to act decisively when they see a cardiac arrest.

In this resource kit, you'll find resources to help start conversations, share knowledge, and encourage action. By spreading the word, you're helping to save lives in your community.

I would like to thank you for joining us to improve heart health across Australia, and for supporting our Shockingly Simple campaign. Together we can ensure that more people return home after a cardiac arrest.

Best wishes,



David Lloyd
CEO, National Heart Foundation of Australia



About the Heart Foundation

The National Heart Foundation of Australia was established in 1959 at a time when heart disease was rapidly increasing and its causes were poorly understood. Our founders set out with a clear mission to prevent heart disease, help those affected live long, fulfilling lives, and to fund the research necessary to support these goals. In the decades since, we have made significant progress in understanding, preventing, treating, and managing heart disease.

Despite advancements in treatment and prevention, the burden of heart disease continues to grow, with millions of people in Australia living with high blood pressure, high cholesterol, obesity, and other preventable risk factors. These conditions not only affect individuals but also place a significant strain on families, communities, and the healthcare system. The scale of this challenge demands an equally substantive response.

Heart health should be achievable by everyone in Australia by 2050

This is an ambitious vision, but no more ambitious than the founders of the Heart Foundation were when they got together to address our first national heart health crisis in 1959. We can now work together to achieve heart health for everyone within a generation by addressing the systemic drivers of heart disease. This includes creating healthy environments, leveraging advances in research, technology, and treatments, and doing this with the unwavering commitment of the community.



About the Shockingly Simple campaign

This campaign aims to simplify the use of AEDs, empowering people with the confidence to act in emergency situations. Based on the insight that medical technology often feels complex and intimidating, the key proposition is simple: anyone can use an AED.

The campaign's creative approach will be minimal yet distinctly Heart Foundation, leveraging the iconic red across all messaging and assets. The 'Shockingly Simple' concept emphasises ease of use, reinforcing the idea that helping to save a life can be straightforward, approachable, and within anyone's capability.

A 'shock' is the third and final step in the Chain of Survival and an AED is often the missing link. While bystander administered defibrillation can double a person's chance of survival, only about 2% of cardiac arrests had an AED used by a bystander in Australia.

Campaign objectives



Raise awareness
of AED
accessibility



Enhance bystander
confidence in
using AEDs

About Heart of the Nation

Heart of the Nation was founded in 2020 by Greg Page, the original Yellow Wiggle, following his own sudden cardiac arrest (SCA) during a performance. Saved by the quick action of bystanders using cardiopulmonary resuscitation (CPR) and an automated external defibrillator (AED), Greg was inspired to raise awareness and improve access to AEDs across Australia.

In 2025, Heart of the Nation became a flagship program within the Heart Foundation, ensuring the continuation and expansion of the life-saving legacy that Heart of the Nation has built over the last 5 years. This will give Heart of the Nation's programs access to the national reach and expertise of the Heart Foundation, helping to improve bystander CPR rates throughout Australia.

Through this partnership, we will:

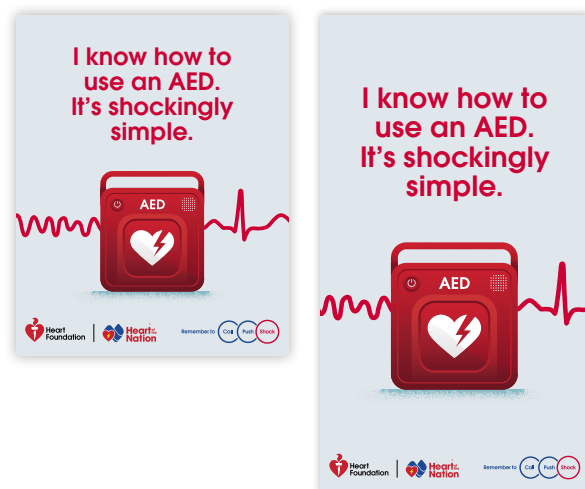
- ✓ Advocate for AED and CPR awareness and training.
- ✓ Encourage community and government action in relation to CPR and AED access and use.
- ✓ Improve the survival rate from out of hospital cardiac arrests in Australia from 10% to 30% by 2050.

Share the Shockingly Simple campaign

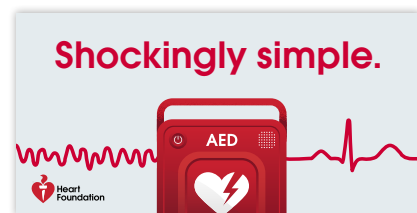
Join us in raising awareness for AED accessibility and building bystander confidence in emergency situations. Share these creative assets and images via your social media, newsletters and other digital formats to promote the Shockingly Simple campaign to your networks and use the following short or long form copy alongside them to help get the message across.

Creative assets

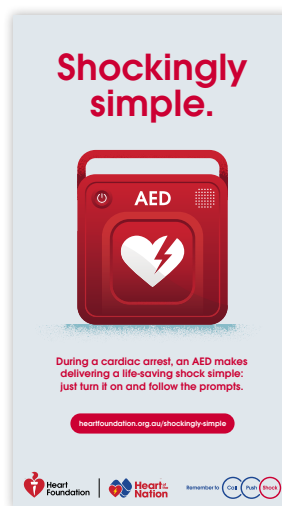
Social media tiles



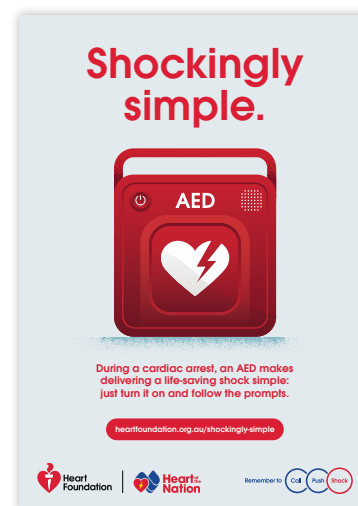
EDM banner



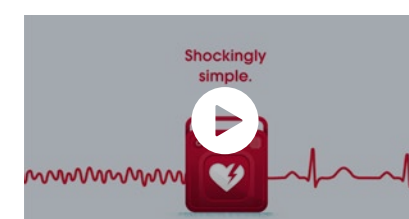
Digital poster



Print poster



Videos



Shockingly simple 15 second



Shockingly simple 6 second

Download all assets

Short form copy

Option 1

(For spreading the word on social media)

Over 32,000 people in Australia suffer a cardiac arrest outside hospital. Devastatingly, only about 10% survive.

But there is something you can do.

AEDs (automated external defibrillators) are shockingly simple to use – even with no training. AEDs are deliberately designed to be used by anyone – and will only deliver a shock if it is necessary. Just turn it on and follow the prompts.

Your quick action could help save a life.

Learn more: heartfoundation.org.au/shockingly-simple

#ShockinglySimple #RestartAHeartDay #CallPushShock

Option 2

(For spreading the word on social media)

Using an AED can increase someone's chance of surviving a cardiac arrest.

When CPR is performed and an AED is used within the first 3 to 5 minutes of a cardiac arrest, survival rates can increase to 60-70%.

AEDs are shockingly simple to use.

No training needed.

Just turn it on and follow the prompts.

Learn more: heartfoundation.org.au/shockingly-simple

#ShockinglySimple #RestartAHeartDay #CallPushShock

Long-form copy

(e.g. For newsletters, website, emails to your networks, etc)

Every year, more than 32,000 people in Australia experience a cardiac arrest outside hospital and only around 10% survive. During a cardiac arrest, a person will be unresponsive and not breathing (or not breathing normally) and it can happen to anyone, at any time. But your quick action can give someone the best chance of survival.

If a bystander uses an automated external defibrillator (AED), and CPR in the first 3-5 minutes the survival rate can increase to 60-70%.

An AED is a portable electronic device that detects life-threatening abnormal heart rhythms. AEDs are deliberately designed to be easy to use (even with no training) and safe for both the user and the patient. They will only deliver a shock if it is necessary and will not shock someone with a normal heartbeat. This means anyone can use an AED and the device will talk you through the steps you need to take: just turn it on and follow the prompts.

October is a powerful reminder that saving a life can be shockingly simple.

Learn more and share the message: heartfoundation.org.au/shockingly-simple

What is a cardiac arrest?

A cardiac arrest is when a person's heart suddenly stops beating. It usually happens when there is a problem with the heart's electrical system, stopping the heart from pumping blood around the body. During cardiac arrest, a person will be unresponsive and not breathing (or not breathing normally).

A cardiac arrest is a medical emergency but quick action from bystanders by performing CPR and using an AED can improve a person's chance of survival.

Signs and symptoms

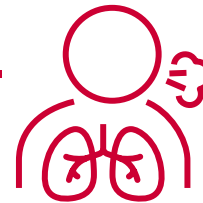
**A cardiac arrest happens suddenly and rapidly. It often occurs without warning.
A person in cardiac arrest will:**

1.



**Be unconscious,
and not responsive**

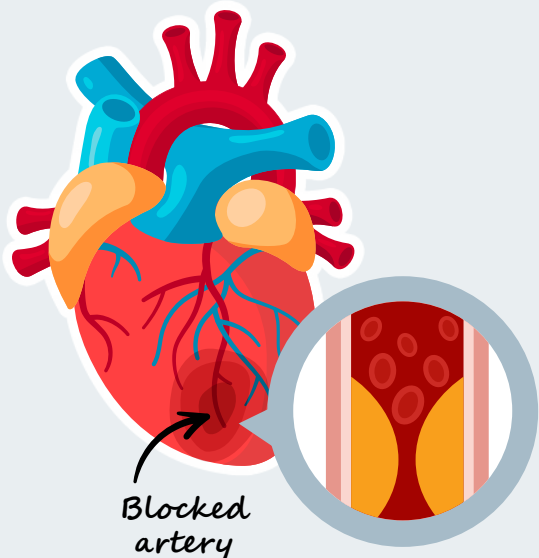
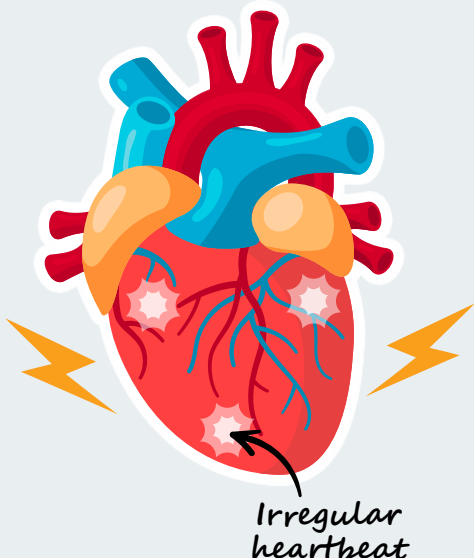
2.



**Not be breathing normally,
if at all**

What is the difference between a heart attack and a cardiac arrest?

Both heart attacks and cardiac arrests are medical emergencies. Remember to call Triple Zero (000) immediately. The operator will be able to ask questions to determine what is happening and send help.

Heart attack	vs	Cardiac arrest
Problem with the heart's plumbing system		Problem with the heart's electrical system
<ol style="list-style-type: none">1. Caused by reduced blood flow to the heart2. You're conscious and still breathing3. You can call Triple Zero (000) for help  <p>Blocked artery</p>		<ol style="list-style-type: none">1. Your heart stops beating properly2. You are not conscious, and not breathing properly, if at all3. You cannot cry for help  <p>Irregular heartbeat</p>

Understand the Chain of Survival

If you think someone is in cardiac arrest, follow the steps of **Call**, **Push**, **Shock**, also known as the Chain of Survival. Remember, any attempt at resuscitation is better than no attempt and your quick action can give someone the best chance of survival.



Call Triple Zero (000) immediately.
The operator will take you through what to do, including how to perform CPR. In some states, they may also be able to direct you to the nearest AED.

[Watch video here](#)



Push hard and fast in the middle of the person's chest to deliver CPR. Do not stop until help arrives or an AED becomes available. You don't have to be qualified to perform CPR and any attempt at resuscitation is better than none.

[Watch video here](#)



Use an AED as soon as possible. AEDs are designed to be easy to use, without training and are safe for both the user and the patient. Anyone can use an AED and the device will talk you through the steps you need to take. You cannot harm the person by using an AED, the AED will only deliver a shock if necessary.

[Watch video here](#)

What is cardiopulmonary resuscitation (CPR)?

CPR is a combination of mouth-to-mouth rescue breathing and chest compressions.

CPR helps to keep blood and oxygen circulating to the brain of a person whose heart has stopped beating, until the heart can be restarted.

Compressions-Only CPR is CPR without rescue breaths (also known as 'hands only CPR'). Both types of CPR double the person's chance of survival.

CPR alone does not restore a normal heart rhythm. It does help keep the heart in a state where the AED has a greater chance of being able to do its job.

Remember, any attempt at resuscitation is better than none.

[Learn more about CPR](#)

CPR template

Practice CPR with this free template. →
Simply download [here](#), print, and place it on a pillow, teddy bear, or soccer ball to start practicing.



What is an automated external defibrillator (AED)?

An AED is a portable electronic device that detects life-threatening abnormal heart rhythms and delivers an electrical shock if needed.

AEDs detect if the heart has a shockable rhythm. They only deliver a shock if required— an AED will not shock someone when a normal heartbeat is detected, or there is no heartbeat at all.

AEDs also give simple step-by-step instructions. This means anyone can use an AED, even if you've never seen or used one before.

[Learn how to use an AED](#)



Finding your nearest AED and becoming a responder

Most states have an alert system that uses a phone app to notify registered responders – like off-duty health professionals and first-aiders – if a cardiac arrest occurs near them. These responders can provide CPR while an ambulance is on the way.

All states have their own AED registers used by Ambulance Services to locate the nearest AED in an emergency.

Below is a list of State and Territory AED registers and responder apps across the country.

	AED Registers	Responder Apps
Australian Capital Territory	stjohnwa.com.au/ambulance-and-health-services/community-first-responder	stjohnwa.com.au/online-resources/st-john-first-responder-app
New South Wales	goodsamapp.org/nswaed	ambulance.nsw.gov.au/get-involved/goodsam
Northern Territory	stjohnnt.org.au/about-us/community-resources	stjohnnt.org.au/about-us/community-resources
South Australia	saambulance.sa.gov.au/what-we-do/aed-register/	goodsamapp.org/saas
Queensland	ambulance.qld.gov.au/our-services/aed-registration	
Tasmania	health.tas.gov.au/hospitals/ambulance/registering-automated-external-defibrillator-aed	health.tas.gov.au/goodSAM
Victoria	registermyaed.ambulance.vic.gov.au	goodsamapp.org/AV
Western Australia	stjohnwa.com.au/ambulance-and-health-services/community-first-responder	stjohnwa.com.au/online-resources/st-john-first-responder-app



Register your AED to help save lives

If your organisation has a publicly accessible AED, it should be registered with your state Ambulance Service so people can find it in an emergency.

FAQs

What is the Heart Foundation Shockingly Simple campaign?

Shockingly Simple is a national campaign aimed at increasing awareness of AEDs and enhancing bystander confidence in using AEDs.

What is the idea behind this campaign?

The campaign's creative approach will be minimal yet distinctly Heart Foundation, leveraging the iconic red across all messaging and assets. The 'Shockingly Simple' concept emphasises ease of use, reinforcing the idea that saving a life can be straightforward, approachable, and within anyone's capability.

By running a campaign focused on AED accessibility and education, the Heart Foundation aims to empower more individuals to act confidently during emergency situations. If successful, this campaign could serve as a pilot for a potential national rollout.

When and where will we see this campaign?

This national campaign will launch on Wednesday 1 October and run across a four-week period to Saturday 1 November.

Paid media activity will target the general population across the following channels: Out of Home (South Australia only) YouTube, social media, digital (display banners, Google, social, video) and our owned channels.

Who are we targeting?

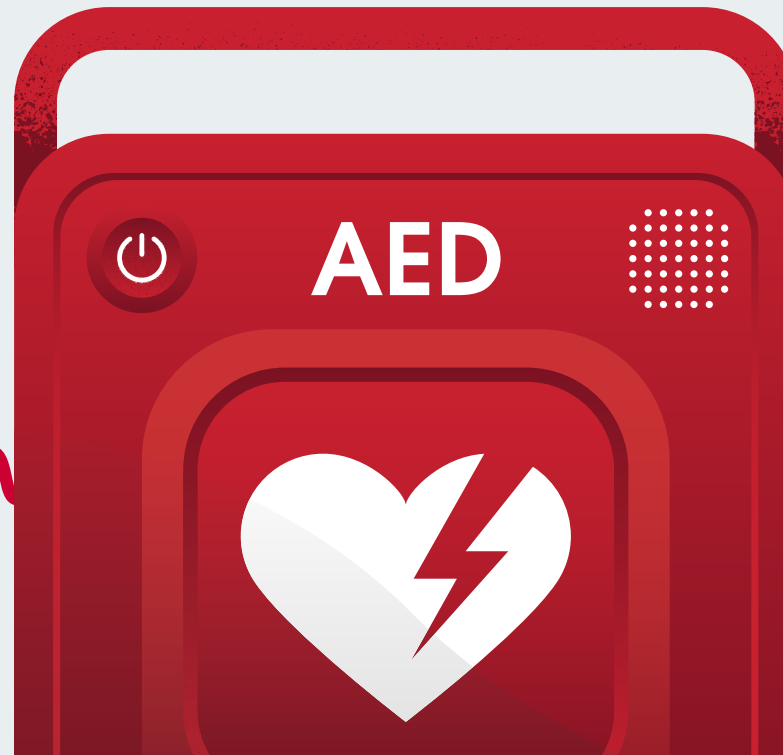
Our primary audience is adults aged 18-55 - any individual who could be a bystander and help to save a life from cardiac arrest. We're also targeting health professionals. Our potential advocates to help raise awareness and educate the public through their patients and networks.

More information

w. heartfoundation.org.au

e. contactus@heartfoundation.org.au

t. 13 11 12



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This Resource Kit developed by the Heart Foundation, features resources for consumers to support the Shockingly Simple campaign. It aims only to provide general information and educational content relevant to each group.

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The Heart Foundation acknowledges the Traditional Owners and custodians of Country throughout Australia and their continuing connection to land, waters, and community. We pay our respects to them and their cultures and to Elders past, present, and emerging.