
CONFERENCE ABSTRACT

“OŽIVI ME” – FROM A STUDENT INITIATIVE TO NATIONAL CAMPAIGN

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Introduction

The Campaign “Oživi me” offered public educations on prompt bystander cardiopulmonary resuscitation held in every major Croatian city, with the goal of informing as many interested individuals as possible. Furthermore, informative workshops were held on a monthly basis at the Croatian Heart House Foundation with the goal of providing a deeper insight into the importance of prompt bystander cardiopulmonary resuscitation with the use of AED.

Short description of practice change implemented

The Campaign has successfully raised the awareness of the importance of early recognition of the sudden cardiac arrest, and prompt bystander cardiopulmonary resuscitation. The Campaign has been accredited by several important institutions, such as the Ministry of Health, Croatian Institute for Public Health, as well as the University of Zagreb School of Medicine and the School of Dental Medicine. “Oživi me” (“Resuscitate me”) has been supported by many public individuals, from celebrities to political and medical figures as well as other esteemed individuals. With its’ influence, the Campaign raised a question of the necessity of introducing the first aid and hands only CPR into the public school system curricula.

Aim and theory of change

Our aim was to increase the awareness of prompt bystander cardiopulmonary resuscitation in general public and disseminate the importance of usage and accessibility of automatic external defibrillator (AED) devices due to unenviably low level of public awareness and lack of medical knowledge and skills of lay people.

Targeted population and stakeholders

Over 5000 subjects have been enrolled in various types of workshops and educations through the national health campaign “Oživi me” continuously conducted since 2014. The campaign was carried out by the student association StEPP, partnered with Croatian Heart House Foundation and supervised by the Croatian Cardiac Society.

Highlights

The Campaign was announced and promoted via television and other electronic media by a promotional video and media interviews and presentations. An educational poster was created with the aim of placing it in public and gathering places.

Through the interactive website any individual can educate him/herself through e-learning and instructive videos on hands-only cardiopulmonary resuscitation and adult basic life support with the use of AED and take part in an online educational quiz. Schools and other groups can take part in a Campaign-related mini-project “School with a heart” or “Dance to the Rhythm of the Heart” as well as “Life Hotspot”.

As a guidance method in case of an emergency situation, a mobile application was designed to help laymen assess the victim, call for help and deliver first aid. The application also consists of quick reminder of the standard first aid assessment, and resuscitation algorithm as well as an integrated AED map.

Conclusions

Over 5000 laymen have been informed on early recognition and prompt first aid in case of sudden cardiac arrest. Over 70 AED devices were installed in various regions of Croatia according to the Campaign goals. Regarding to the latest feedback from the involved participants, 8 lives were saved as a result of “Oživi me” (“Resuscitate me”) workshops and educations.