

HEART BEAT *Club*

SUPPORTERS KIT



ROYAL LIFE SAVING
WESTERN AUSTRALIA



Welcome to the Heart Beat Club Supporter's Kit!

This kit is designed to provide you with the tools to support and promote the heart beat club within your community.

It will also provide you with some vital messaging around educating little ones about handling emergencies. Our mission is to equip families, caregivers and educators with the knowledge and skills to handle emergencies and enhance safety for our most vulnerable babies and toddlers.

We would love your help to encourage more parents, grandparents, and carers to skill themselves in knowing how to save a little life.

What is the Heart Beat Club?

The Heart Beat Club is a partnership between by Royal Life Saving Society WA and Kids Alive. It is an online course providing resuscitation and first aid training for helping babies and toddlers in an emergency at home or around the water. The free online course will be available from May 1 - May 31, 2024.

It is an hour-long video-based training that will empowers caregivers with lifesaving knowledge, ensuring they're prepared to act confidently in emergencies.

This Supporter's Kit offers resources and ideas to promote The Heart Beat Club, as well as general awareness around handling emergencies to your organisation or local community.

TOOLS

This resource can be utilised by Swim Schools, Teachers, Libraries, or other Community Organisations who regularly interact with children under 5 and their caregivers. **The following tools can be used to encourage people to take part in The Heart Club.**

1. Website/Email Article

Place this article on your website, include in a newsletter or turn into a flyer to be shared with the local community. This is a starting point for the article, and you can add your own comments to ensure it fits your organisation's brand voice and style.

Saving Little Lives: Join The Heart Beat Club

The Heart Beat Club is here to change the way we think about first aid and water safety for our little ones. With drowning being a leading cause of accidental death in children under 5 in Australia, knowledge of CPR and first aid is not just beneficial—it's essential! A partnership between Royal Life Saving WA and Kids Alive, The Heart Beat Club provides access to free online training, designed for ease of learning at your convenience. Sign up today and be part of a movement towards a safer future for our little ones. It only takes an hour to gain the skills necessary to help save a life. The course can be accessed for free from May 1 – May 31, 2024. Register now at www.heartbeatclub.org.au

2. Web Decal

This graphic is designed to be placed on your website to drive as much awareness for The Heart beat Club free training as possible. The more people that complete the training the safer communities will be.



3. Facebook Banner



4. Poster Ideas

BE READY TO ACT

The difference between helplessness and heroism is knowledge. Learn how to save a life. FREE online first aid and resuscitation training for infants and toddlers.



SIGN UP, LEARN, SAVE A LIFE.
www.HEARTBEATCLUB.ORG.AU

HEART BEAT Club

ROYAL LIFE SAVING WESTERN AUSTRALIA | KIDS ALIVE

EVERY SECOND COUNTS

In moments of panic, you need to know how to be the calm because every second counts. Learn vital CPR and first aid skills for infants and toddlers at The Heart Beat Club. Empower yourself to act confidently in an emergency.



SIGN UP FOR LIFE SAVING KNOWLEDGE.
www.HEARTBEATCLUB.ORG.AU

HEART BEAT Club

ROYAL LIFE SAVING WESTERN AUSTRALIA | KIDS ALIVE

DO YOU KNOW HOW TO SAVE A LIFE?

Don't wait for an emergency to realise what you don't know... Learn first aid and CPR skills for babies and toddlers for FREE with The Heart Beat Club. Learn how to save a little life this May.



REGISTER AT
www.HEARTBEATCLUB.ORG.AU

HEART BEAT Club

ROYAL LIFE SAVING WESTERN AUSTRALIA | KIDS ALIVE

5. Social Media

The following are examples of social media posts you can utilise to encourage more people to gain life-saving skills through the Heart Beat Club free training. They are a guide only and can be adapted to suit your organisation and brand.

Facebook: To tag Kids Alive or Royal Life Saving in any posts on Facebook refer to them as **@kids.alive.do.the.five** and **@RoyalLifeSavingWA**. This will hyperlink automatically in your post to the pages. It will turn blue and simply show the brand names if the tag is successful. Using this tag will enable us to track how many people this message is spread to and will allow people to find the Facebook page easily.

Instagram: To tag Kids Alive in any posts on Instagram refer to them as **@kids_alive**. For Royal Lifesaving use **@lifesavingWA**. This will hyperlink automatically in your post to our page if you are going directly from the app.

A Exciting news! We're proud to support @Kids.Alive.do.the.Five and @RoyalLifeSavingWestAustralia in launching The Heart Beat Club! This invaluable initiative offers FREE CPR and first aid skills training for babies and toddlers. Let's empower ourselves to protect our little ones. Sign up today www.heartbeatclub.org.au and help spread the word!
#HeartBeatClub #LifesavingSkills

B Every moment counts during an emergency. That's why we're encouraging our community to join The Heart Beat Club. Learn crucial, lifesaving techniques for free, and become the hero your family needs. Drowning is preventable, your action could just save a life. Register now!
#SaveLittleLives #FirstAidHeroes

C A startling 90% of parents believe learning CPR is necessary, yet most don't have the skills. Make May your month of action. No more excuses, The Heart Beat Club offers free training from May 1- 31, and it only takes an hour! Good news is you can do it in your own time and do it in bite size lessons. Seize this opportunity to learn lifesaving skills. #BeTheDifference #LearnCPR

D By participating in The Heart Beat Club, you're doing more than just ensuring your child's safety; you're contributing to a safer community. Let's unite to protect every child and spread awareness. Free training available now. www.heartbeatclub.org.au
#CommunityHeroes #SafeKids

E Time is running out! Don't miss the chance to gain lifesaving skills with The Heart Beat Club's free training. This is your opportunity to ensure the safety of your loved ones. Access is available until May 31st. Register at www.heartbeatclub.org.au #DontMissOut #LifeSavingSkillsForFree

F Are you prepared for an emergency? The Heart Beat Club's free course this May is your chance to learn from the experts. From CPR techniques to handling choking emergencies, equip yourself with the knowledge to act confidently. Register now! #EmergencyReady #HeartBeatClub

EVERY SECOND COUNTS IN A WATER EMERGENCY.

HEART BEAT Club

HEART BEAT Club

ROYAL LIFE SAVING WESTERN AUSTRALIA

KIDS ALIVE DO THE LIFE

ONLY 59% OF PARENTS HAVE LEARNT CPR.

HEART BEAT Club

LEARNING CPR HELPS TO PROTECT ALL CHILDREN.

HEART BEAT Club

JOIN THE

HEART BEAT Club

LEARN TO SAVE LITTLE LIVES

ROYAL LIFE SAVING WESTERN AUSTRALIA

KIDS ALIVE DO THE LIFE

WOULD YOU KNOW WHAT TO DO?

HEART BEAT Club

WHAT YOU WILL LEARN FROM THE HEART BEAT CLUB?

1. UNDERSTAND EMERGENCIES
2. CPR TECHNIQUES FOR LITTLE ONES
3. FIRST AID ESSENTIALS
4. WAYS TO CREATE A SAFER HOME

HEART BEAT Club

ROYAL LIFE SAVING WESTERN AUSTRALIA

KIDS ALIVE DO THE LIFE

ONE WEEK LEFT!

HEART BEAT Club

ROYAL LIFE SAVING WESTERN AUSTRALIA

KIDS ALIVE DO THE LIFE

LAST DAY TO JOIN THE HEART BEAT CLUB FOR FREE

ROYAL LIFE SAVING WESTERN AUSTRALIA

KIDS ALIVE DO THE LIFE

ARE YOU THE FRIEND WHO CAN HELP?

HEART BEAT Club

DON'T LET RUSTY SKILLS RUIN THE FUN.

HEART BEAT Club

UPDATE YOUR BABY PROOFING AND FIRST AID SKILLS.

HEART BEAT Club

HEART BEAT Club

HEART BEAT Club

ROYAL LIFE SAVING WESTERN AUSTRALIA

KIDS ALIVE DO THE LIFE

DO YOU KNOW HOW TO SAVE A LIFE?

HEART BEAT Club

ROYAL LIFE SAVING WESTERN AUSTRALIA

KIDS ALIVE DO THE LIFE

HEART BEAT Club

LEARN TO SAVE LITTLE LIVES

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KIDS ALIVE DO THE LIFE

www.heartbeatclub.org.au

1 HOUR IS ALL YOU NEED!

HEART BEAT Club

ROYAL LIFE SAVING WESTERN AUSTRALIA

KIDS ALIVE DO THE LIFE

PROMOTE LOCALLY



The more people that complete The Heart Beat Club training the safer our community will be. There are a number of ways you can help drive the cause with your organisation and the local community.

1. Put up the posters

Print out a number of the posters and put them in areas the general public will find them within your business/workplace etc. Locations such as receptions, waiting rooms, bathrooms, community boards etc will enable people to learn about the training and have the opportunity to register for the course.

2. Deliver Poster to community groups

If you are close to local shops, schools, community centres, libraries, early learning facilities, daycare, kindergartens etc deliver a poster to the location and ask them to display it to inform their patrons. Make sure to let them know its free training and partnership between Royal Life Saving Society and Kids Alive.

3. EDM

If you have a customer database, send the list an email informing them about the Heart Beat Club and include a live link to the registration site. (www.heartbeatclub.org.au)

4. Post to Social Media

Use provided copy and artwork to promote the initiative on your channels.

5. Community Engagement

Host or sponsor events that can utilise the training from The Heart Beat Club, and provide further education regarding water safety, handling emergencies and CPR.

COMMUNITY ENGAGEMENT



The Heart Beat Club offers a great opportunity for you to connect further with your local community and show you support important causes.

The following are some fun ideas for ways to create events that engage the community directly and potentially raise awareness about your organisation or service.

1. Come and Try Days

Open your doors for a day of free CPR demonstrations, water safety talks, and host an interactive first aid workshops utilising the Heart beat Club training. Include activities for children to create a family-friendly atmosphere.

2. Dress-Up Days

Encourage children and adults to dress as their favourite emergency worker or local hero, highlighting the importance of these roles in our community. Kids Alive has a great song Call 000 that can support this.

3. Decorate Your Space

Use posters and set up activity stations related to The Heart Beat Club's themes of water safety, first aid and resuscitation to engage and educate the local community.

4. Collaboration and Outreach

Partner with local Royal Life Saving branches, surf clubs, and first aid trainers to expand your event's reach and resources.

5. Social Media Challenges

Host photo competitions or share videos of your team practicing CPR to spread awareness online and promote the free training.

6. 000 Education

Get your team together and sing the Kids Alive "Call 000" Song: <https://gyro.to/call000>

KIDS AND EMERGENCY EDUCATION

Emergencies unfold rapidly, and it's crucial for everyone to possess the skills to perform resuscitation and provide basic first aid.

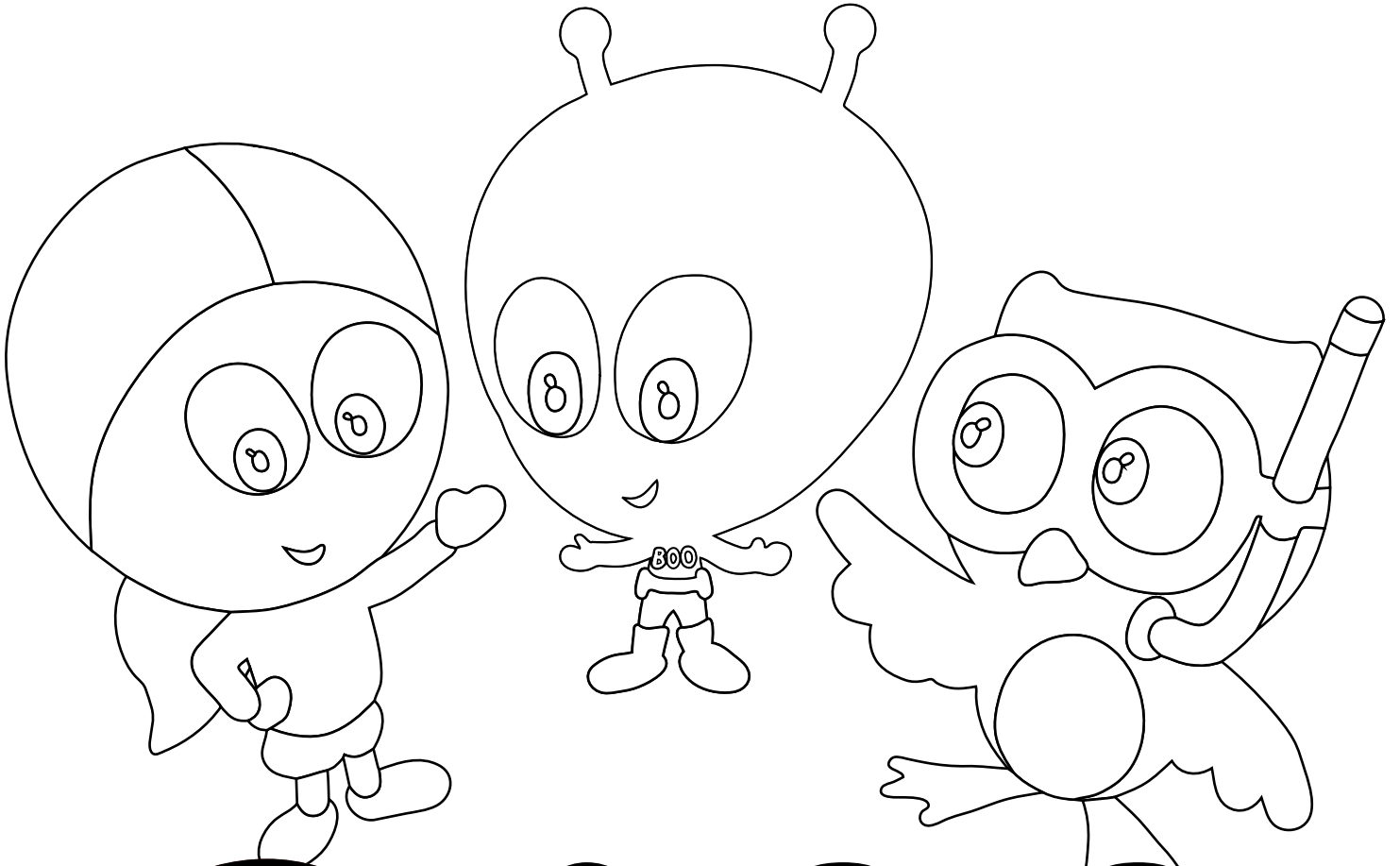
When children observe their caregiver administering CPR or first aid to a sibling, grandparent, or neighbour, it's an opportunity for them to learn not only what an emergency is but also how to respond. Educating young children on these matters and ensuring they're prepared can significantly reduce the emotional impact such emergencies may have on them in the future.

The following are some ideas of how to incorporate messaging and activities about emergency situations for children.

KEY MESSAGES FOR CHILDREN

- Emergencies happen quickly but not regularly
- Safety First – Being prepared helps keep us safe
- People help each other in emergency situations
- DRSABCD
- Where/When emergencies may happen e.g. child care, school, home
- Importance of calling 000 and how to do this from a mobile phone
- Learning their home address
- Practical ways to stay safe if there's an emergency e.g. remove themselves from danger and stay calm with deep breathing, clenching, and releasing fists
- Ways to be brave and safe e.g. cuddle their favourite toys, stay with their siblings, comfort friends
- How emergency workers help to keep us safe and how to identify Emergency workers e.g. Police Officer, Paramedic, Firefighter
- **Interactive Shows:** Utilise the Kids Alive Water Safety Show Guide to organise short, engaging presentations on water safety for children. This can include storytelling, songs, and dance that convey vital safety messages in a fun manner.
- **DIY Safety Tools:** Encourage families to create their own safety tools, like the Wise Owl puppet from the KA Water Safety Show Guide, to reinforce learning at home.

Colour In

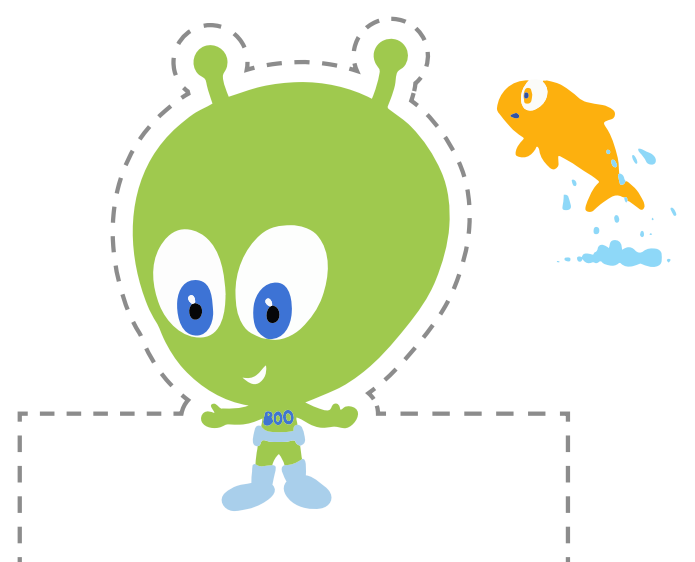
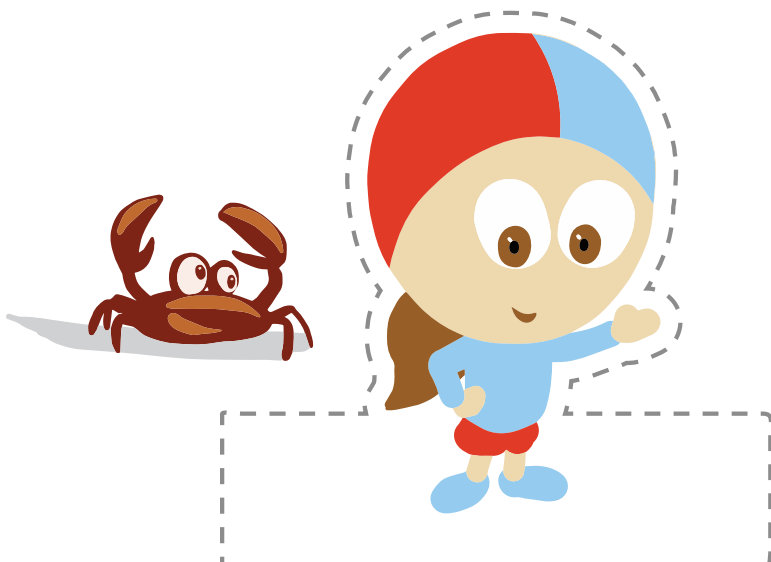
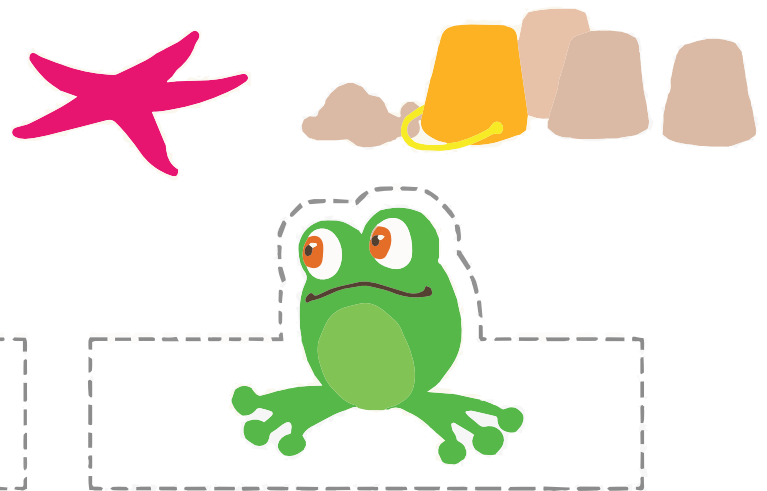
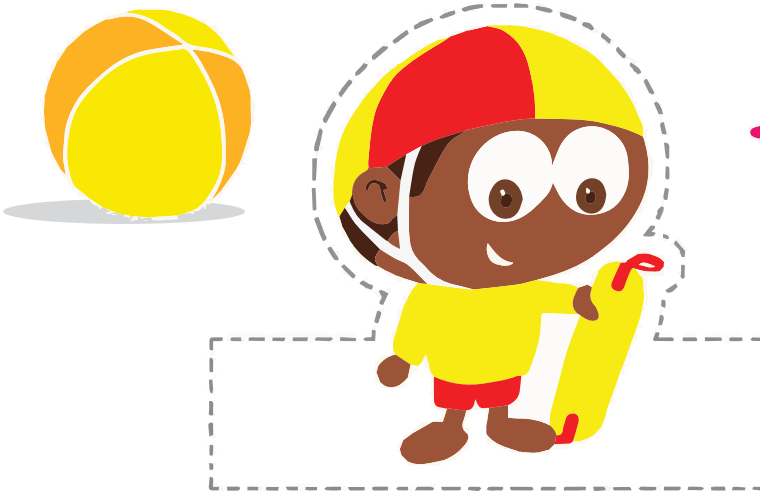
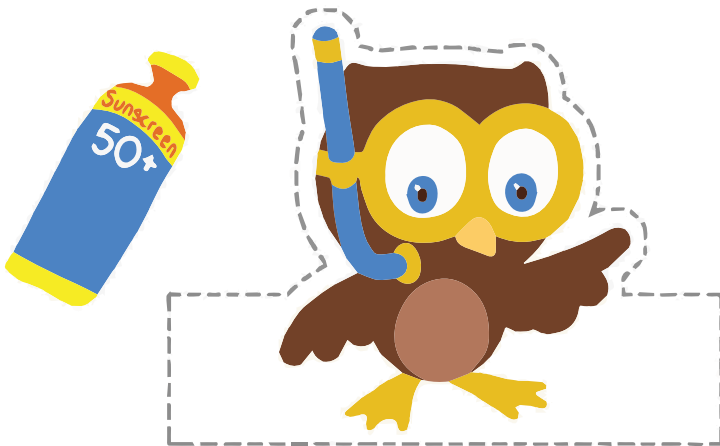


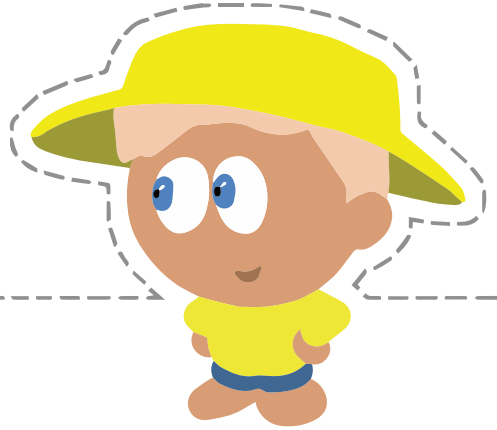
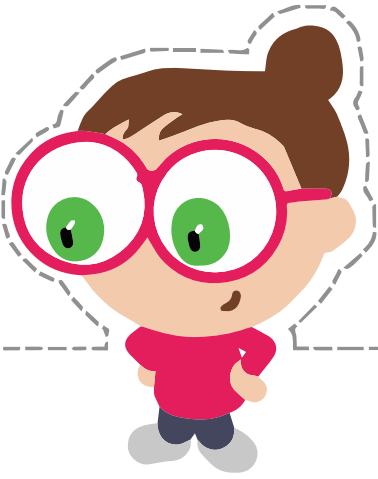
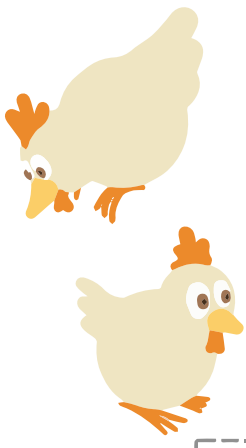
CALL

000

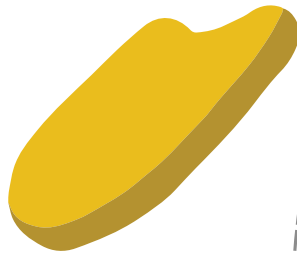
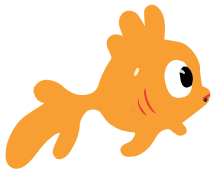
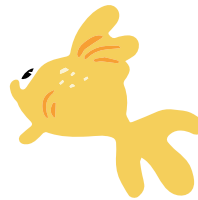
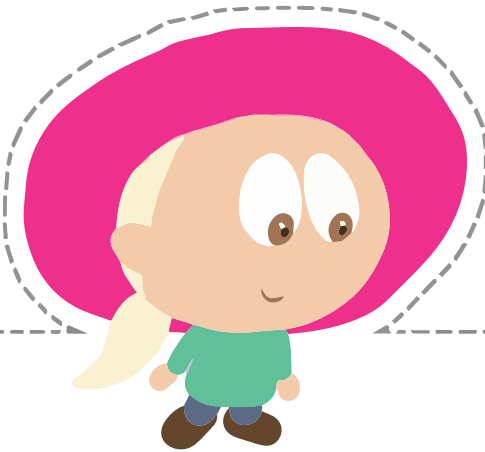
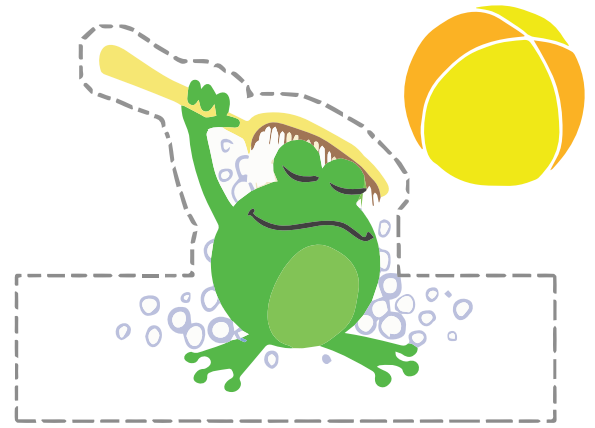
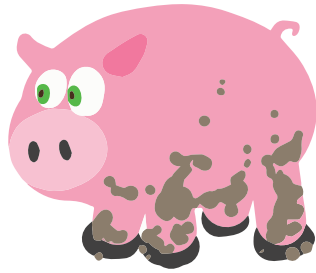
Finger Puppets

1. Colour photocopy this page
2. Use the copy to cut out the characters and props
3. Wrap the tabs around your finger, use sticky tape to hold it together





Cut along dotted line



ADDITIONAL RESOURCES

Games and Activities

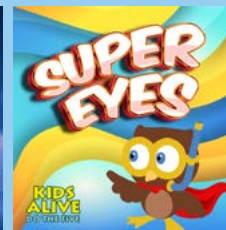
The following are easy fun ways to help children more easily understand emergency situations:

- Story books about CPR and Emergencies e.g. Wise Owl Series by Kids Alive Do The Five, What Paramedics Do by Amy Gomes
- Listen to the Kids Alive Do The Five “Call 000” Song: <https://gyro.to/call000>
- What do emergencies look like – make flash cards/posters of situations
- Match the emergency with the person who can help
- Flashcard with real life pictures of Emergency Workers
- Roll play Calling 000 – rehearse phone calls and ask for help
- Puppet Play – create a story with the finger puppets, calling 000
- What’s in the box game – Explore and pack an emergency kit
- Role play packing an emergency bag

MUSIC

Access the Kids Alive Music here <https://gyro.Ink.to/KidsAliveDoTheFive>

There is a great variety of songs especially the Call 000, related to teaching children how to handle an emergency.



THANKS FOR YOUR HELP

By utilising The Heart Beat Club Supporter’s Kit, you can play a crucial role in enhancing the safety and preparedness of your community. Together, we can ensure that every caregiver has the knowledge and confidence to act in an emergency, making our communities safer for all children.