

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, 2025.

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 that regularly interact with children under 5 and their caregivers. **The following tools can be used to encourage people to take part in The Heart Beat 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 this May!

The Heart Beat Club is about teaching people to prioritise first aid and water safety for young children. Tragically, drowning remains a leading cause of accidental death among Australian children under five, and with over 76% of cardiac arrests occurring at home, knowing CPR and first aid isn't just helpful—it's essential.

Back again for its second year, Royal Life Saving WA and Kids Alive are bringing back, The Heart Beat Club offering free, accessible online training tailored for busy schedules. In just one hour, you can gain critical skills that could make all the difference in an emergency.

This potentially lifesaving course is completely free and available throughout May. Even if you have completed training before refreshing your skills is important.

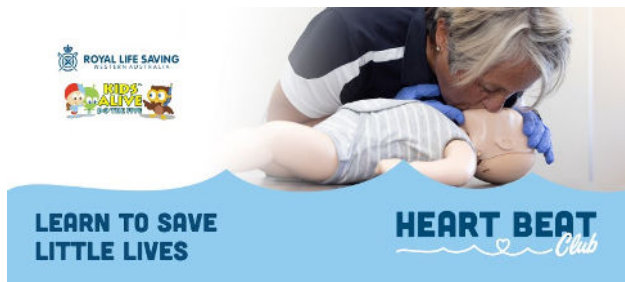
Register today at heartbeatclub.org.au and become your families household hero!

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



ROYAL LIFE SAVING WESTERN AUSTRALIA
KIDS' ALIVE DO YOUR BEST

LEARN TO SAVE LITTLE LIVES

HEART BEAT Club



ROYAL LIFE SAVING WESTERN AUSTRALIA
KIDS' ALIVE DO YOUR BEST

DON'T LET RUSTY SKILLS RUIN THE FUN.


HEART BEAT Club



ROYAL LIFE SAVING WESTERN AUSTRALIA
KIDS' ALIVE DO YOUR BEST

ARE YOU THE FRIEND WHO CAN HELP?

HEART BEAT Club



ROYAL LIFE SAVING WESTERN AUSTRALIA
KIDS' ALIVE DO YOUR BEST

LEARN TO SAVE LITTLE LIVES

HEART BEAT Club



ROYAL LIFE SAVING WESTERN AUSTRALIA
KIDS' ALIVE DO YOUR BEST

KEEP THE LITTLE ONES IN YOUR LIFE SAFE

HEART BEAT Club

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 DO YOUR BEST



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 YOUR BEST



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 DO YOUR BEST

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.

Content: Facebook

Big news! We're thrilled to once again team up with @Kids.Alive.do.the.Five and @RoyalLifeSavingWestAustralia to support the 2025 Heart Beat Club! This incredible initiative provides FREE online CPR and first aid training for babies and toddlers. Let's keep our little ones safe. Sign up today at www.heartbeatclub.org.au and share the news!
#HeartBeatClub #CPRTraining
#ProtectLittleLives

Every second matters in an emergency. 🕒 Equip yourself with essential lifesaving skills through the FREE Heart Beat Club training. Be ready to act when it counts most. Sign up now and become your family's hero.
#FirstAidHeroes #HeartBeatClub
#SaveLittleLives #LifesavingSkills #LearnCPR

Joining the Heart Beat Club means more than protecting your own child—it means creating a safer community for everyone. Be part of this important movement and spread lifesaving awareness. Sign up today at www.heartbeatclub.org.au
#CommunityHeroes #HeartBeatClub
#SafeKids #LearnCPR

Content: Instagram

Exciting update! ❤️ The Heart Beat Club is back for 2025 with FREE CPR and first aid training specifically for babies and toddlers. A collaboration between @Kids.Alive.do.the.Five and @RoyalLifeSavingWestAustralia, we're making homes safer, one family at a time. Link in bio to register!
#HeartBeatClub #CPRsavesLives
#LifesavingSkills

Seconds can save lives. 🕒 Join the FREE Heart Beat Club training and master lifesaving CPR and first aid skills. Become the hero your family needs. Register today!
#HeartBeatClub #EmergencyHero
#LifesavingSkills

By learning CPR with the Heart Beat Club, you're helping protect every one in the community. Let's unite for safety—free online training available now! Link in bio.
#CommunitySafety #HeartBeatClub
#LearnCPR

Did you know 90% of parents agree CPR is vital, but few have the skills? Let's change that this May! The Heart Beat Club provides FREE, flexible online CPR training you can complete in just one hour, anytime if you sign up during May. No more excuses—register now and be the difference! Surely 1 hour is worth it?

#LearnCPR #BePrepared #HeartBeatClub
#LifesavingSkills

90% of parents know CPR is crucial—but most haven't learned. Time for action! Join the FREE Heart Beat Club training, available online throughout May. Quick, convenient lessons all done in less than an hour. Is your family worth an hour?

#BeTheDifference #HeartBeatClub
#Beprepared #HeartBeatClub #LearnCPR

Time's almost up! Don't miss your chance to gain essential CPR and first aid skills with the FREE Heart Beat Club training. Ensure your loved ones' safety—register by May 31 at www.heartbeatclub.org.au

#DontMissOut #HeartBeatClub
#CPRsavesLives

Final days! Gain lifesaving CPR skills FREE with the Heart Beat Club. Protect your family—secure your training before the offer ends on May 31! Link in bio.

#LifeSavingSkillsForFree #HeartBeatClub

Emergencies are unpredictable—your response shouldn't be. Join the FREE Heart Beat Club course this May and learn expert CPR techniques, handling choking situations, and more. Act confidently when it matters most. Register now!

#EmergencyReady #HeartBeatClub
#CPRTraining

Are you ready for an emergency? The Heart Beat Club's FREE May training covers CPR, choking response, and more. Equip yourself to act confidently in an emergency—register now!

#EmergencyReady #HeartBeatClub

Parents, are we missing the message? Only 1 in 4 parents have refreshed their CPR skills in the past year, yet these skills are crucial in emergencies—especially at home. CPR and first aid training save lives. Don't wait until it's too late. Join the FREE Heart Beat Club training online today and keep your skills up-to-date: www.heartbeatclub.org.au

#DontMissTheMessage #CPRMatters
#HeartBeatClub #RLSSWA

Only 25% of parents refresh their CPR skills yearly. Let's change that! Emergencies happen without warning, usually at home—be ready. Join the FREE Heart Beat Club training now. Link in bio.

#CPRSkillsSaveLives #HeartBeatClub
#ParentingEssentials

MEET YOUR TRAINER

HEART BEAT Club ROYAL LIFE SAVING WESTERN AUSTRALIA KIDS ALIVE

DO YOU KNOW HOW TO SAVE A LITTLE LIFE?

HEART BEAT Club ROYAL LIFE SAVING WESTERN AUSTRALIA KIDS ALIVE

LEARN TO SAVE LITTLE LIVES IN AN HOUR

JOIN FOR FREE!

ROYAL LIFE SAVING WESTERN AUSTRALIA KIDS ALIVE

ONE WEEK LEFT!

HEART BEAT Club

ONLY 59% OF PARENTS HAVE LEARNT CPR

HEART BEAT Club

WWW.HEARTBEATCLUB.ORG.AU

LAST DAY TO JOIN FOR FREE

HEART BEAT Club

HEART BEAT Club ROYAL LIFE SAVING WESTERN AUSTRALIA KIDS ALIVE

LEARNING CPR HELPS TO PROTECT ALL CHILDREN.

HEART BEAT Club

JOIN THE HEART BEAT Club

LEARN TO SAVE LITTLE LIVES

UPDATE YOUR BABYPROOFING AND FIRST AID SKILLS.

HEART BEAT Club

HEART BEAT Club ROYAL LIFE SAVING WESTERN AUSTRALIA KIDS ALIVE

KEEP THE LITTLE ONES IN YOUR LIFE SAFE

HEART BEAT Club

HEART BEAT Club

LEARN THE SKILLS THAT COULD SAVE A LIFE

ROYAL LIFE SAVING WESTERN AUSTRALIA KIDS ALIVE

WOULD YOU KNOW WHAT TO DO IN AN EMERGENCY?

HEART BEAT Club

ROYAL LIFE SAVING WESTERN AUSTRALIA KIDS ALIVE

LEARN TO SAVE A LITTLE LIFE IN ONE HOUR

HEART BEAT Club

DON'T LET RUSTY SKILLS RUIN THE FUN.

HEART BEAT Club

ARE YOU THE FRIEND WHO CAN HELP?

HEART BEAT Club

HEART BEAT Club

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 within 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. Post to social media

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

3. 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.

4. 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)

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. 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.

2. Social media challenges

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

3. 000 education

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

4. 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.

5. Collaboration and outreach

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

6. 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.

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.

Name: _____



EMERGENCY



Who do I call?

If someone has been **hurt**, what number do I call?



If there is a **fire**, what number do I call?



If someone is in **danger**, what number do I call?



I will tell the operator my name: _____

and where I live: _____

Name: _____



EMERGENCY



What do I say?

Scenario: You've discovered your carer has collapsed. There is no one at home except you. Where would you look to find a phone to call for help?

What number do you call? _____

Complete the following:

"Hello, this is emergency services, what is your emergency?"

"What is your name?" _____

"Is anybody else at home?" _____

"We will send someone over to help you. What is your address?"



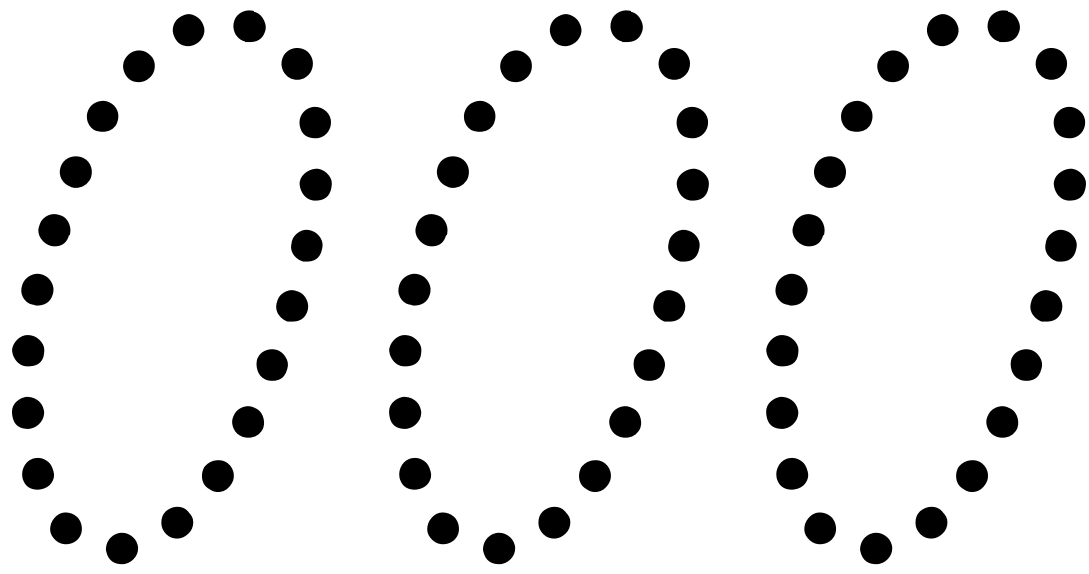
"You're doing a great job. Stay calm and someone will be with you soon".

Name: _____

EMERGENCY

WHO DO I CALL?

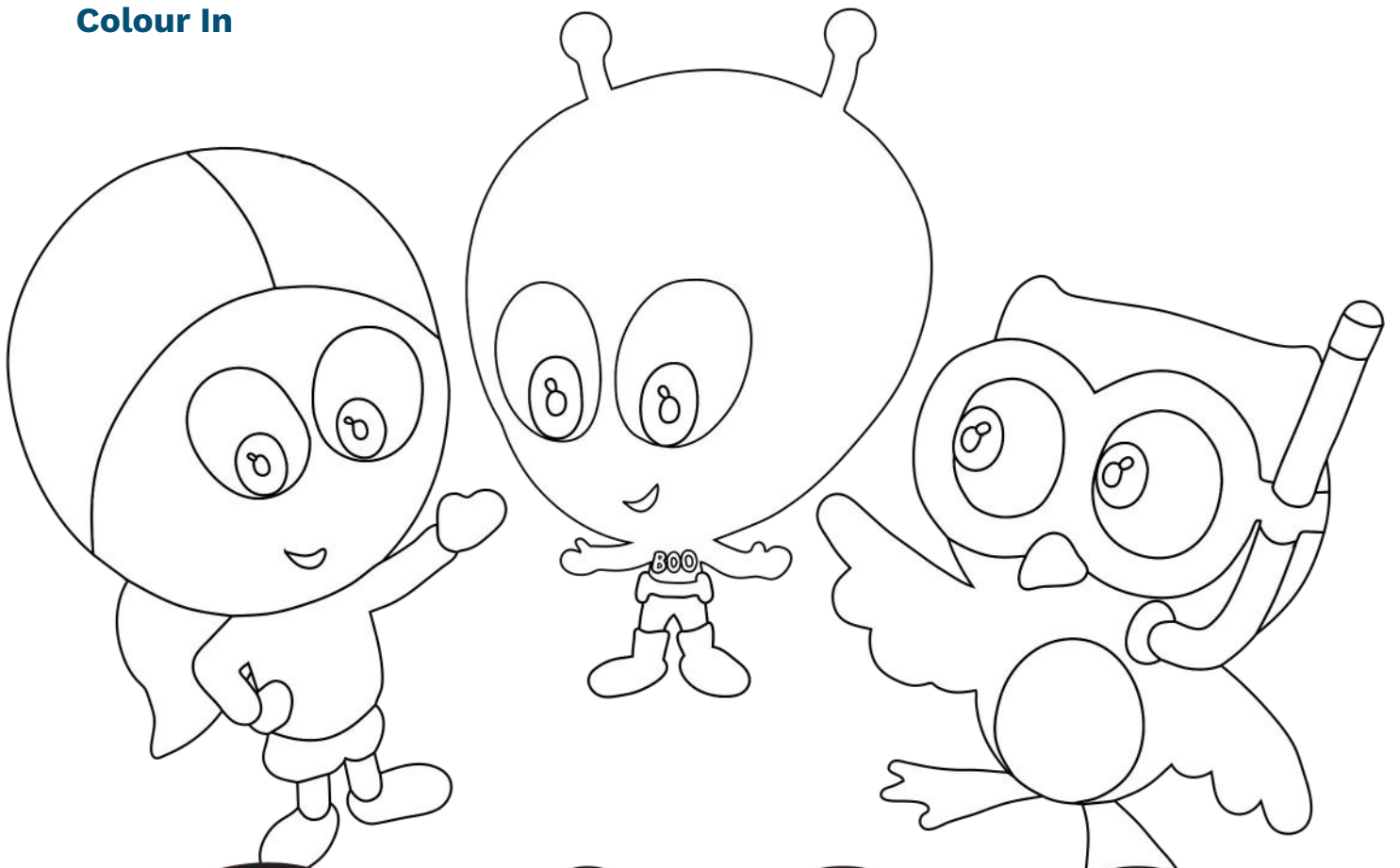
The Australian emergency number:



Circle the situations below where you should call 000:



Colour In



CALL

OOO

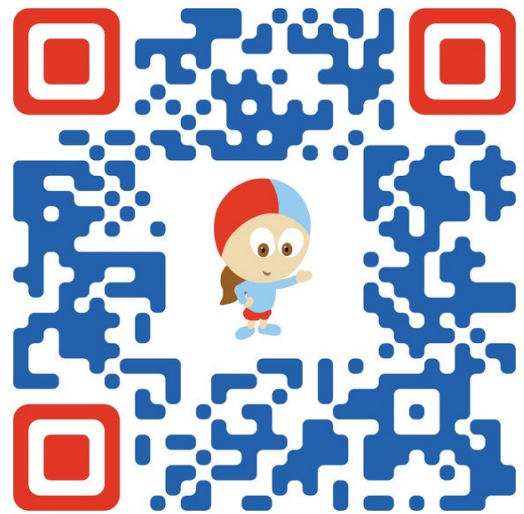


FUN GAMES



Use role play and games with this song!

<https://gyro.lnk.to/KidsAliveDoTheFive>



CPR With A Teddy Bear

Practicing CPR on a teddy bear is a playful way to introduce young kids to basic safety concepts and help them understand what happens during an emergency. This role play activity is perfect to introducing CPR and even calming anxiety after seeing a real-life emergency.

Dress Up And Role Play

Role play using costumes and props that represent paramedics, police officers, and firefighters will offer a wide range of educational opportunities for young children. Children can learn about the important roles emergency service workers play in keeping the community safe. It can also help children explore feelings like fear, bravery, and empathy in a safe, controlled setting.

Memory Game

HOW TO PLAY:

Use this fun memory game as an opportunity to discuss important swimming and water safety concepts with children before and after play, reinforcing essential safety habits in an engaging way.

1. Cut out all of the Kids Alive Character Cards (40 in total - 20 pairs).
2. Arrange all of the cards face down.
3. Take turns flipping two cards of your choice. If the two cards have the same picture then they are yours and you get another turn. If they don't match, flip them back over (but remember where they are). Now it's the next player's turn.
4. Continue taking turns until all of the cards have been matched. The person with the most pairs is the winner.

Changing Difficulty: for an easier game, start the game with less pairs on the board i.e. only place down 8 pairs. Slowly increase the number of pairs in the game to increase the difficulty.



Memory Game

Memory Game

Memory Game



ADDITIONAL RESOURCES

Games and Activities

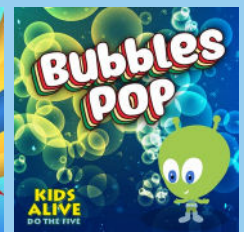
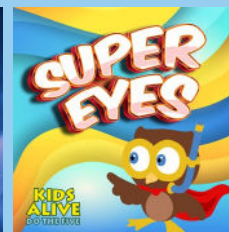
The following are easy fun ways to help children more easily understand emergency situations:

- 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
- 000 worksheets with Queensland Ambulance:
https://apps.360entertainment.com.au/docs/3660_Resource_Pack_SES_22Aug23.pdf

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.