

HEART BEAT *Club*

SUPPORTERS KIT



ROYAL LIFE SAVING
WESTERN AUSTRALIA



Welcome to the Heart Beat Club Supporter's Kit!

In an emergency, knowing what to do can mean the difference between panic and action — and ultimately, life or loss.

That's why the Heart Beat Club exists. And why your role is so important. This kit gives you everything you need to support and promote the Heart Beat Club in your community, while helping educate families, carers, and educators on how to respond when it matters most.

With your support, we can equip more people with the confidence and skills to step in, take action, and 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 throughout May, starting May 1. It is an hour-long video-based training that will empower 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.

Time is everything: Why "hoping for the best" is a dangerous strategy

We all want to believe we'll never be in a situation where a loved one's life is on the line. We spend our days hoping the gate is locked and the kids are safe. But just 'hoping' nothing goes wrong isn't enough. We need to actually know what to do when every second counts.

The record-breaking reality

The Royal Life Saving Drowning Report 2025 revealed a heartbreaking reality: 357 people lost their lives to drowning last year. This is a 27% increase on the 10-year average and the highest number of drowning deaths since records began.

On top of that, Australian hospitals see over 1.7 million emergency department visits for children aged 0-14 every year. Injuries and trauma are the leading causes of these visits. In these high-stakes moments, time is the only currency that matters. Knowing exactly what to do is what saves lives.

One hour can save a lifetime

We spend hours every week scrolling through social media or watching the latest show. But one of the most common reasons for not people not seeking CPR training is "I don't have time".

Spending just one hour with the [Heart Beat Club](https://www.heartbeatclub.org.au/) moves you from "hoping for the best" to "knowing exactly what to do." Don't wait for a crisis to wish you knew more. Be ready for anything.

Registrations open May 1. <https://www.heartbeatclub.org.au/>

TOOLS

Newsletter Article: Short version

Time is everything: Hoping isn't enough

We like to think emergencies won't happen to us. But hoping the kids are safe isn't enough. When every second counts, knowing what to do saves lives.

The stark reality

Last year, 357 people drowned - the highest number on record. Every year, over 1.7 million Australian children visit emergency departments due to injuries. In these moments, time is everything.

Act fast

Knowing how to perform first aid and the fundamentals of CPR can be the difference between life and death—any attempt at CPR improves the chance of survival.

One hour changes everything

We scroll, binge-watch, and say we “don't have time” for training. But spending just one hour with the Heart Beat Club could mean the difference between “hoping for the best” and actually saving a life. Don't wait—be ready.

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

ONE HOUR IN MAY,
BE READY TO SAVE THE DAY

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

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.

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

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.

Tip: To help track our reach, please tag [@kids.alive.do.the.five](#) and [@RoyalLifeSavingWestAustralia](#) on Facebook, and [@kids_alive](#) and [@lifesavingWA](#) on Instagram.

The Launch Post

We all hope nothing ever goes wrong. But if it does, the last thing you want is to freeze because you don't know what to do. You need to be the one who can actually step in and help. Heart Beat Club is back this May to help you move from "hoping" to "ready." Join the movement and get prepared. One hour in May, be ready to save the day

The Reality Check Post

Most people think they'll use CPR on a stranger. But the reality is that 70% of cardiac arrests in Australia happen at home. If the worst happened today, would you know how to protect the people you love most? We want to make sure you know exactly what to do to protect the people you love most. And you only need an hour! One hour in May, be ready to save the day

The Time Comparison Post

We all spend hours every week scrolling through social media or catching up on our favourite shows. What if you took just one of those hours to learn how to save a life? One hour of training can protect a lifetime of memories. Join us this May and get the skills you need to protect your family. One hour in May, be ready to save the day!

The Reminder Post

May is officially Heart Beat Month. Still haven't booked? It's only an hour. Just get it done now so you're ready for anything. It's much better to have it sorted now than to realise you've got no idea what to do in the middle of a crisis. One hour in May, be ready to save the day!

The Partner Post

We're more than just a [Swim School / Childcare Centre]. We're here to help you keep your family safe. We want to make sure you're ready if things ever go wrong at home. That's why we are so proud to be part of the Heart Beat Club this May. Our goal is simple: we want you to know exactly how to help your kids if an emergency happens. One hour in May, be ready to save the day!

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!

HEART BEAT Club
ROYAL LIFE SAVING WESTERN AUSTRALIA
KIDS' ALIVE

ONLY 59% OF PARENTS HAVE LEARNT CPR

HEART BEAT Club

WWW.HEARTBEATCLUB.ORG.AU

LEARNING CPR HELPS TO PROTECT ALL CHILDREN.

HEART BEAT Club

JOIN THE HEART BEAT Club

LEARN TO SAVE LITTLE LIVES

HEART BEAT Club
ROYAL LIFE SAVING WESTERN AUSTRALIA
KIDS' ALIVE

UPDATE YOUR BABYPROOFING AND FIRST AID SKILLS.

HEART BEAT Club
ROYAL LIFE SAVING WESTERN AUSTRALIA
KIDS' ALIVE

HEART BEAT Club
ROYAL LIFE SAVING WESTERN AUSTRALIA
KIDS' ALIVE

KEEP THE LITTLE ONES IN YOUR LIFE SAFE

HEART BEAT Club
ROYAL LIFE SAVING WESTERN AUSTRALIA
KIDS' ALIVE

HEART BEAT Club

LEARN THE SKILLS THAT COULD SAVE A LIFE

ROYAL LIFE SAVING WESTERN AUSTRALIA
KIDS' ALIVE 59%

WOULD YOU KNOW WHAT TO DO IN AN EMERGENCY?

HEART BEAT Club
ROYAL LIFE SAVING WESTERN AUSTRALIA
KIDS' ALIVE

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
ROYAL LIFE SAVING WESTERN AUSTRALIA
KIDS' ALIVE

ARE YOU THE FRIEND WHO CAN HELP?

HEART BEAT Club
ROYAL LIFE SAVING WESTERN AUSTRALIA
KIDS' ALIVE

HEART BEAT Club
ROYAL LIFE SAVING WESTERN AUSTRALIA
KIDS' ALIVE

DON'T FREEZE. BE READY TO HELP.

HEART BEAT Club
ROYAL LIFE SAVING WESTERN AUSTRALIA
KIDS' ALIVE

70% OF EMERGENCIES HAPPEN AT HOME

HEART BEAT Club
ROYAL LIFE SAVING WESTERN AUSTRALIA
KIDS' ALIVE

SCROLL OR SAVE

ONE HOUR IN MAY. BE READY TO SAVE THE DAY.

HEART BEAT Club
ROYAL LIFE SAVING WESTERN AUSTRALIA
KIDS' ALIVE

MAY IS HEART BEAT MONTH

ONE HOUR IN MAY. BE READY TO SAVE THE DAY.

HEART BEAT Club
ROYAL LIFE SAVING WESTERN AUSTRALIA
KIDS' ALIVE

WE'RE IN THIS TOGETHER!

ONE HOUR IN MAY. BE READY TO SAVE THE DAY.

HEART BEAT Club
ROYAL LIFE SAVING WESTERN AUSTRALIA
KIDS' ALIVE

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.

COMMUNITY ENGAGEMENT

7. Sponsor Community Days

Fund or co-host community safety events, including mini Heart Beat Club workshops.

8. Come-and-Try Days

Open your venue for free CPR demos, water safety talks, and hands-on activities.

9. Schedule a Group Session

Set a time for your team, clients, or community group to complete the free Heart Beat Club online training together.

10. Facilitate & Support

Have a facilitator or staff member guide the group, answer questions, and encourage discussion about CPR, first aid, and emergency response scenarios.

11. Group Challenge

Organisations can take part in a friendly Heart Beat Club Challenge by encouraging as many people as possible to complete the free online training. Whether it's staff, parents, or the wider community, the goal is simple - get the most people trained and ready to act in an emergency. By creating a sense of competition and community pride, organisations and swim schools not only boost engagement but help make their local area safer. The more people trained, the more lives that can be saved.

12. Pass It On Lifesaver Quest

A simple, viral-style challenge where each participant completes the training, then nominates 2–3 others to do the same. Your organisation starts the habit by nominating people on social media. After completing the training, each person is encouraged to share the link and get at least one more person to complete it.

13. 1 Hour Together Sessions

Organisations set a time where everyone logs in and completes the training at the same time (but online).

- Staff room, classroom, or even “bring your laptop” sessions at swim schools
- Host events and put on food for participants

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?"



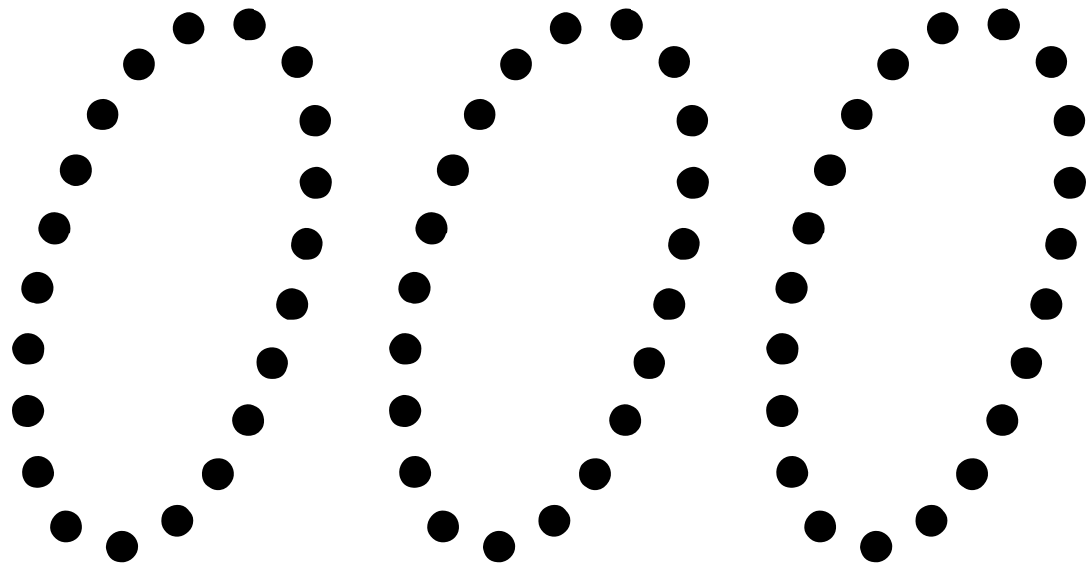
"You're doing a great job. Stay calm and someone will be with you soon".

Name: _____

EMERGENCY

WHO DO I CALL?

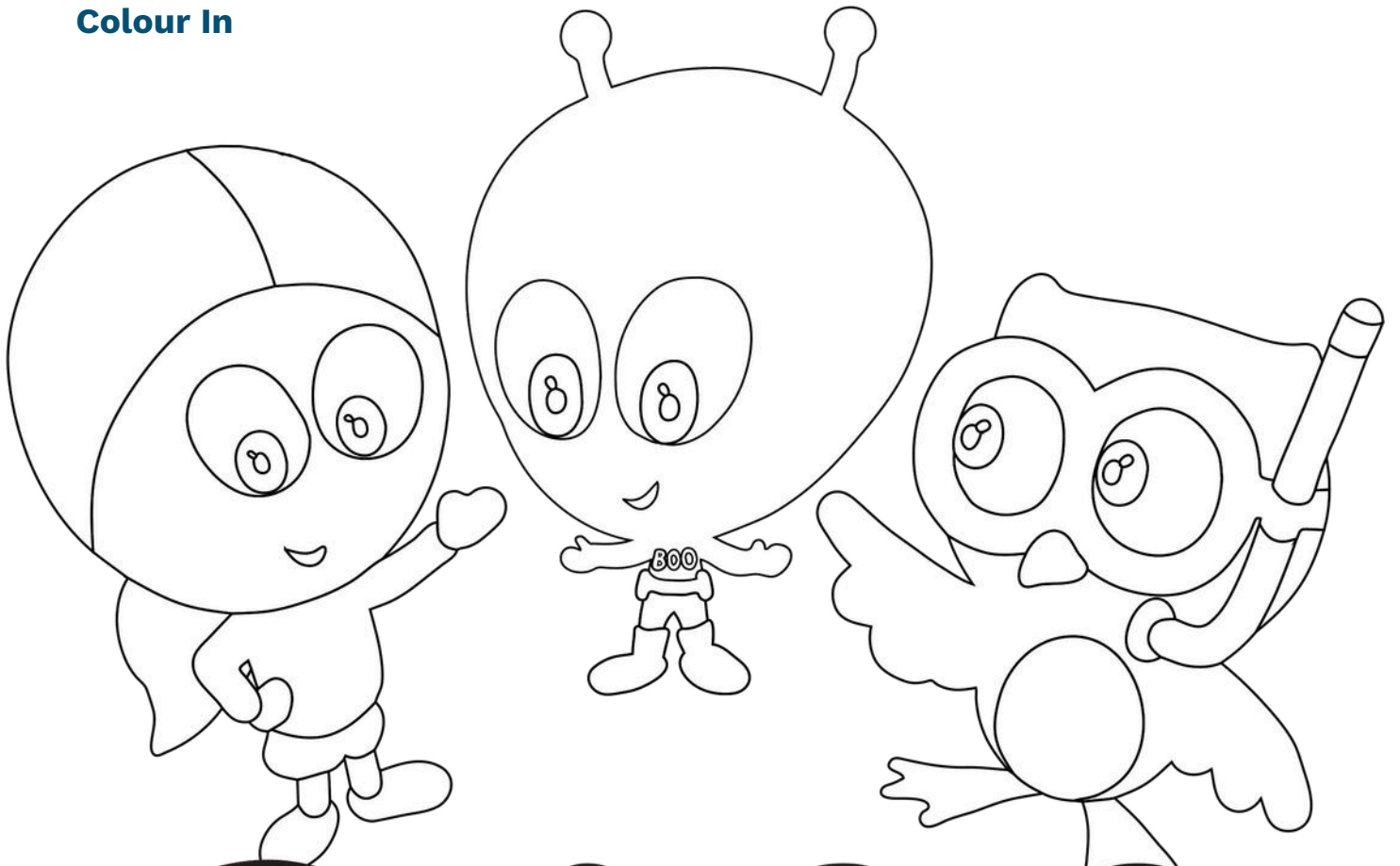
The Australian emergency number:



Circle the situations below where you should call 000:



Colour In



CALL

OOO

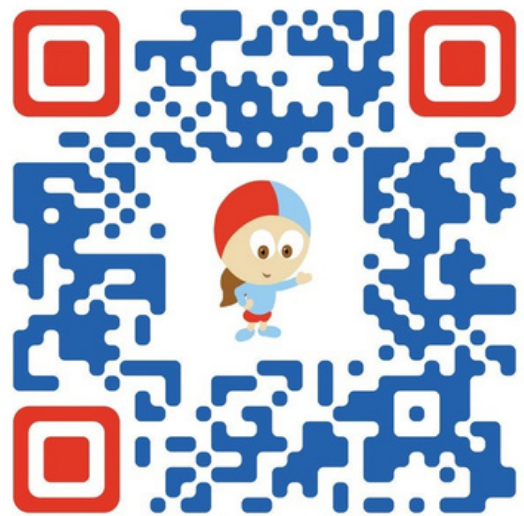


FUN GAMES



Useroleplayand 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:

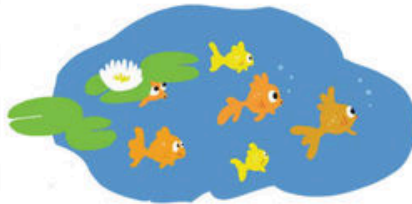
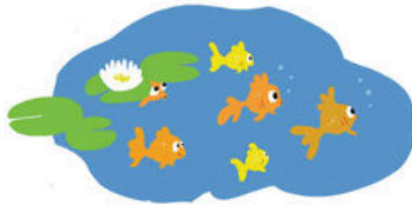
Use this fun memory game as an opportunity to discuss important swimming and water safety concepts with children before and after play, reinforcing essential safety habits in an engaging way.

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

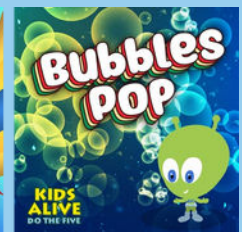
Games and Activities

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.lnk.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.