

A twin-tracked approach: the final marketing and policy push

When we launched this campaign, CPR training was not mandatory for any pupils across the UK. We set out to change that but expected that change to take time. So, in tandem with this, we committed to providing BHF CPR kits to all secondary schools free of charge.

Marketing campaign

From previous activity we learnt that awareness campaigning and PR was not the most effective way of reaching our core target audience – teachers - to encourage them to apply for a CPR kit.

Our biggest challenge was to understand what their world looked like and how, by awarding their school a CPR kit, we could achieve our objectives and, at the same time, provide something beneficial educationally to them whilst not adding to their workload.

Product Proposition

Our proposition to schools was to award them a 'Call Push Rescue' CPR training kit. Developed in conjunction with Laerdal, the kits were BHF branded and fundraised for by our supporters. Each school received a kit (valued at £1,500) free of charge. It includes 30 manikins, kneeling mats, replacement lungs and wipes and a training video especially designed to self-teach a class.

Campaign Creative

We know that involved and happy children mean proud and satisfied teachers, so we developed a rallying call which featured students looking strong and confident in their quest to be a lifesaver. The Mission CPR campaign was created by MullenLowe Group and featured kids from one of our CPR schools in Yorkshire. We produced posters that we sent to all secondary schools who were eligible to apply for one of our kits and asked teachers to put them up around the school to motivate pupils to ask about CPR.



We targeted teachers through Facebook and used Twitter effectively to communicate milestones such as awarding the 100,000th manikin the UK (sprayed gold like an Oscar) and used email marketing and telemarketing to directly contact them. We created a digital hub to support teachers requesting a kit and containing content, tools and assets to support their ongoing training needs <https://www.bhf.org.uk/how-you-can-help/how-to-save-a-life/cpr-training-in-schools>

Securing policy change

In England, we faced a challenging political environment, with the UK Government (who hold responsibility for setting the national curriculum for England) resistant to any additions. However, we spotted a significant opportunity when the Government announced a consultation on making Personal, Social, Health and Economic (PSHE) education a mandatory subject. Up to that point, it had been taught as an optional subject by many schools. While our previous messaging to Government had stressed the autonomy schools would have to decide how to deliver CPR (be that in assemblies, physical education or PSHE) we responded to this announcement by re-focusing our efforts on highlighting CPR training as a key element of the PSHE curriculum, which we knew from a survey of schools using the BHF's training kit was the most popular subject for delivering CPR training.

We developed strong links to the PSHE Association, joining their 'strategic partners group', along with teachers' unions, and together joined forces to lobby government. [Our group published a report](#), directed at policymakers, which argued that the addition of PSHE, including CPR, would not increase burden on teachers, citing our innovative kit and supporting materials.

Our campaign in Scotland implemented a 'first follower' theory model, targeting local authorities one-by-one. As each individual local authority committed to the policy change it normalised the idea of CPR training in schools, this in turn increased pressure on those who hadn't. Building momentum early was key to influencing challenging authorities.



Tactics varied across local authorities, but we followed three basic steps:

- 1) Build political support across all parties, using our network within Holyrood and Westminster to support the change and engage with key decision makers
- 2) Demonstrate the clear difference teaching CPR in schools could make to survival rates using international evidence with local statistics and case studies
- 3) Ensure recognition for councils' commitment, helping heighten their communications through our PR and social media channels.

Impact and results – marketing campaign

The original universe of schools in the UK eligible to receive a Call Push Rescue kit was 6,245 schools. The goal we set for the final phase of the campaign was to achieve an 80% penetration of kits in schools across the United Kingdom.

We rationalised and refocused our budget over time to achieve a cost per acquisition per school of £18 at its cheapest point to £40 towards the end of the campaign as the number of schools left to contact got smaller and were harder to reach.

We utilised targeted email campaigning to teachers and decision makers through our specialist schools' agency Sprint Marketing. Due to the compelling nature of our offer we consistently achieved above industry open rates (42% vs 17.2% on first contact) and high conversion rates of kit orders averaging 300 per month. Surprisingly 625 schools responded to a direct mail letter indicating that alternative options to electronic marketing are enjoying a renaissance. We completed our marketing campaign using our telemarketing agency who were able to not only sign up schools to receive kits who wanted them but to also qualify and log why remaining schools didn't want them (eg they already had a kit from another provider).

We finished our marketing campaign in October 2019 with **88%** (+8% over target) of schools in the UK having been awarded our kit.

The impact of our investment in schools will be far reaching. Our kits so far over five years have been used to train 5.1 million people in the UK in CPR. Repeat usage of the kits year on year to train children of 14 years and above means that young people are equipped to enter adulthood with a vital skill that they might need to use one day. Very early on in our campaign a kit that was awarded just a few months earlier to a school was used to save a pupil's life (see link in media section). The impact of this is priceless, the marketing ROI infinite.

Impact and results – policy change

In January 2019, the then Education Secretary, Damian Hinds MP, confirmed that CPR would be part of a new mandatory PSHE subject. He chose to make this announcement at the BHF's head office in London. In September 2020, all state-funded secondary schools will be required to deliver CPR training to all of their pupils. Around 570,000 pupils will be learning CPR each year from next year onwards.

In Scotland, by the end of 2019, all 32 local authorities had committed to CPR training and implementation is underway. This commitment means around 50,000 pupils will be trained annually in CPR.

Our efforts have been praised by leading experts such as Dr Andy Lockey, Vice President, Resuscitation Council UK, said of the campaign:

"This will result in thousands of lives being saved. I firmly believe that this approach will be used in the future as a global exemplar for excellent practice"

