



# Cardiac Crash: Turning Workplace Teams into Lifesavers Through Interactive Training

Heart & Stroke Foundation of Canada  
Best Competencies and Skill Development  
November 2024



## Company Background



Company-at-a-Glance	
<b>Headquarters</b>	Toronto, Ontario, Canada
<b>Year Founded</b>	1952 (Organization formation) 1967 (Charitable Registration Status)
<b>Revenue</b>	\$137,037,000 , 2022 (funds raised for charitable purposes)
<b>Employees</b>	250+
<b>Global Scale (Regions that you operate in or provide services to)</b>	Canada
<b>Customers/Output, etc. (Key customers and services offered)</b>	Heart & Stroke is a national, bilingual organization that, for more than 70 years, has been at the forefront of tackling the most pressing issues related to heart disease, stroke and vascular cognitive impairment. They drive life-saving medical breakthroughs and act as a catalyst to bring



	<p>together the brightest minds to improve diagnosis, care and support.</p> <p>Through their work, Heart &amp; Stroke</p> <ul style="list-style-type: none"> <li>• Empowers and supports people to take control of their health.</li> <li>• Partners with volunteers, donors, researchers, clinicians and people affected by heart conditions, stroke and vascular cognitive impairment to have the greatest impact.</li> <li>• Invests in life-saving research and supports the next generation of heart and stroke researchers.</li> <li>• Advocate to governments to invest in programs, public awareness campaigns and public policies that help create an environment where healthy choices become easy choices.</li> <li>• Acts as the guideline-setting body for Canada’s Resuscitation, First Aid and Stroke Best Practice Guidelines.</li> </ul> <p>A critical priority of Heart &amp; Stroke is to improve response to and survival rates for out-of-hospital cardiac arrest. CardiacCrash is part of this strategy.</p>
<b>Industry</b>	Non-Profit/Charitable organization
<b>Stock Symbol</b>	N/A
<b>Website</b>	<a href="https://www.heartandstroke.ca/">https://www.heartandstroke.ca/</a>

**\*Optional: Company Background**



<b>Company-at-a-Glance</b>	
<b>Headquarters</b>	Toronto, Ontario, Canada
<b>Year Founded</b>	2005



<b>Revenue</b>	49.28M
<b>Employees</b>	800+
<b>Global Scale (Regions that you operate in or provide services to)</b>	Global
<b>Customers/Output, etc. (Key customers and services offered)</b>	Learning Platform 2,800+ customers
<b>Industry</b>	SaaS
<b>Stock Symbol</b>	DCBO
<b>Website</b>	<a href="https://docebo.com">docebo.com</a>

## Budget and Timeframe

Budget and Timeframe	
<b>Number of (HR, Learning, Talent) employees involved with the implementation?</b>	<ul style="list-style-type: none"> <li>1 core team member (learning experience design)</li> </ul>
<b>Number of Operations or Subject Matter Expert employees involved with the implementation?</b>	<ul style="list-style-type: none"> <li>8 core team members (design, development, implementation, operations)</li> <li>Approx 20 other internal partners supported for various aspects of program development and implementation (e.g. brand, translation, IT, customer support centre etc.)</li> </ul>
<b>Number of contractors involved with implementation</b>	4 film production parties contracted 2 design contractors 2 technical support organizations contracted
<b>Timeframe to implement</b>	2-year development phase, 1 year implementation phase ongoing
<b>Start date of the program</b>	Phase 1: 04/20/2023 (MVP, Pilot phase)



Phase 2: 01/05/2024 (Soft Launch)

## Fit to the Needs

Heart & Stroke is committed to improving the survival rate in Canada for people who experience cardiac arrest. Cardiac arrest is when the heart suddenly and unexpectedly stops beating. Many people don't believe that a cardiac arrest won't happen to them or someone they know or love, but the reality is that a cardiac arrest doesn't discriminate. It can happen to anyone, anywhere, at any age, often without warning. An estimated 60,000 cardiac arrests occur outside of a hospital every year in Canada – that's one cardiac arrest, on average, every nine minutes.

Immediate action from bystanders (someone who witnesses a cardiac arrest) who perform cardiopulmonary resuscitation (CPR) and use an automated external defibrillator (AED) increases a person's chance of survival – in fact, it more than doubles it.

Unfortunately, in certain parts of Canada, less than 50% of people receive CPR and even fewer people are defibrillated using an AED. Witnessing a critical emergency, like a cardiac arrest, can be scary and intimidating. As a bystander, it's hard to know what to do and many may feel unsure of how to help or afraid of getting involved. Heart & Stroke is hoping to change that with the help of CardiacCrash.

In addition to the growing numbers of cardiac arrests, there has also been a shift in working environments and more emphasis being placed on employee health and wellness support. Traditionally, only a few people at a workplace receive formal training and obtain CPR Certification as part of Health and Safety requirements. With hybrid work environments now normal, a new approach was needed where more people can be prepared to respond.

CardiacCrash was built to reduce barriers for broader staff to have access to these life-saving skills. Skills that are relevant at work, in the community and at home.

## Overview

In a situation where every second matters, Could you save a colleague? Would a colleague know what to do to save you?

CardiacCrash was developed by Heart & Stroke not only for their own employees but as a product that could be used at any organization either with an internal Facilitator or by engaging a member of Heart & Stroke Resuscitation Instructors Network.




The CardiacCrash Experience centres around an interactive film that portrays an emotional scenario, meant to reflect a true-to-life experience. Learners participate in a team challenge, winning points by answering questions and putting learning to practice during hands-only CPR sessions.


The program is designed to help overcome fear and reluctance to take action when witnessing someone experiencing cardiac arrest. It was built to address known barriers to bystander action – aiming to truly make a difference by equipping more people with the right information, knowledge, and confidence to act during cardiac arrest emergencies. See the below image for some more detail.


**CardiacCrash**

## Addressing Barriers

CardiacCrash aims to address some common barriers to bystander action in the event of a cardiac arrest.



- 

**Lack of CPR/AED awareness, knowledge and confidence**  
 With this program, more people can learn about CPR and AEDs and gain confidence to act.
- 


**Lack of reality-based CPR/AED scenarios**  
 Participants are immersed in a realistic scenario, incorporating a sense of urgency and stress into the practice environment so that they are better able to act in a real-life situation.
- 


**Worry about consequences**  
 CardiacCrash addresses common questions and concerns (e.g. fear of harming the victim further, fear of calling 9-1-1 etc.) to provide reassurance and reduce hesitancy.


**Did you know?**  
 A woman experiencing a cardiac arrest in a public place is less likely to receive CPR than a man.


vs


**39%**      **45%**

- 

**Hesitancy to touch a person in cardiac arrest, especially if it's a woman**  
 The program can initiate conversation and help remove stigma and barriers to bystander action.
- 

**Bystanders' reaction**  
 The film demonstrates various interactions between bystanders (positive and negative) that participants can learn from.
- 

**Lack of AED use, even when one is available**  
 CardiacCrash includes the use of an AED to familiarize participants with this important life-saving tool.

In addition to contributing to Heart & Stroke organizational priorities and objectives and in particular as part of their cardiac arrest strategy, CardiacCrash can also support organizations in their efforts around employee health and wellness learning opportunities and supporting a culture of safety.

As part of the soft launch phase, the organization has delivered many events to staff, volunteers, and board members. In addition, a plan is being developed to

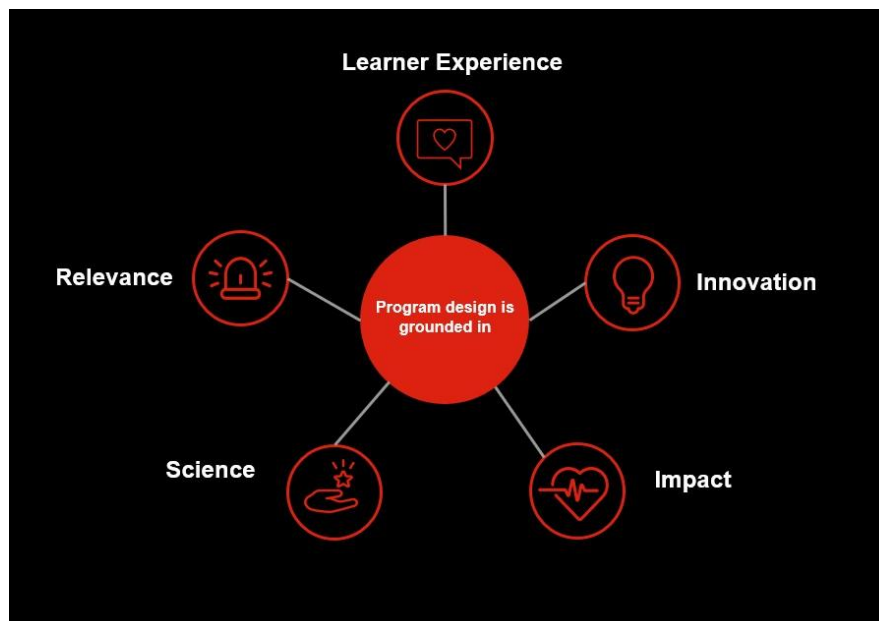


integrate CardiacCrash into future onboarding activities for new staff.

Feedback to date has been very positive at the organization, team and individual level.

## Design of the Program

CardiacCrash was thoughtfully designed to deliver an engaging and impactful experience to learners and also to offer a well-supported experience for facilitators. The Portal and all program materials are available in English and French.



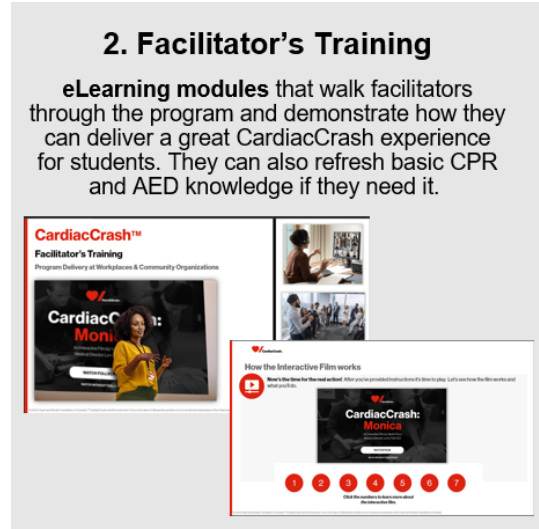
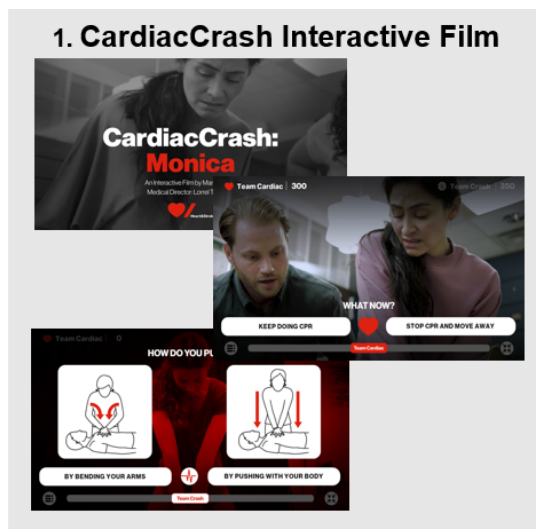
The content for the CardiacCrash Experience was informed by the most up-to-date evidence and best practices in resuscitation science. Numerous subject matter experts were engaged and consulted along the way. Content was tailored to a broad public audience with easy-to-understand steps and key messages. Specific emphasis was placed on addressing common barriers to bystander action (e.g. fear of calling 9-1-1 and improving awareness and building basic knowledge and confidence around what to do in a cardiac arrest emergency).

Learning Experience Design was at the core of many elements of the program. The Film itself utilizes a number of approaches that contribute to engagement but also to learning retention. The group is split into 2 teams and the Film scenario



plays out, participants are asked to actively engage in the story in two ways, through answering questions and yelling out answers with their teammates and by trying some hands-on CPR practice (for 2-minute sessions) going head to head with the other team and competing for points along the way – It’s a bit crazy, but in a good way. There was a lack of reality-based CPR/AED training scenarios on the market, CardiacCrash immerses participants into a realistic scenario, incorporating a sense of urgency and stress into the practice environment which mimics a real event in ways that traditional CPR courses do not. The film also addresses the reactions of other bystanders on scene and provides insight as much into what “not” to do as actions one should take.

From a facilitator perspective, they do not need to be certified or be an expert in CPR (the film does the teaching for you). CardiacCrash can be delivered to the public by almost anyone who feels comfortable speaking to an audience. Everything a facilitator needs is available within the Portal. In addition to the Film, there are robust materials available to help facilitators understand the program and how to run it and to support more consistent delivery. This includes e-Learning modules, a comprehensive Facilitator’s Guide and a series of support resources including communications samples, checklists and discussion guides. There is also some call centre support if required.







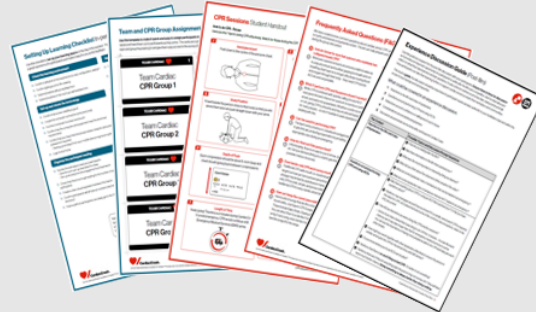
### 3. Facilitator's Guide

A comprehensive reference guide to delivering CardiacCrash



### 4. Facilitator's Resources

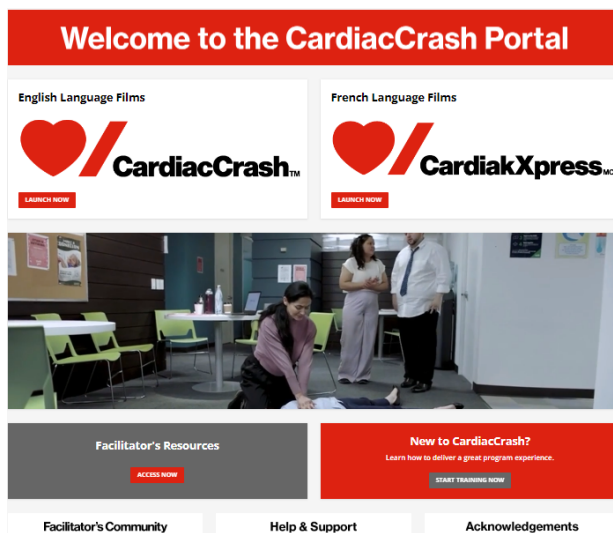
Set of stand-alone resources to support various aspects of program planning and delivery



## Delivery of the Program

After requesting a license or connection to an Instructor, getting the program up and running is fast and easy. Typical scheduling and logistical actions are required but program materials cover the planning and coordination details that will set them up for success.

The program is distributed using a series of customized portals that lead to access to eLearning, resources, and the interactive video hosted on the Docebo Learn LMS. Using this distribution method allows high levels of scalability and the ability to implement data collection to learn about the impact of the program across Canada. The only requirement for operating CardiacCrash is access to a reliable internet connection and the CardiacCrash Portal.







Equipment needs are minimal and require a typical presentation set-up with screen, sound, and floor space. While hands-on practice is an integral part of the CardiacCrash experience, CPR equipment should not be a barrier. There are many CPR mannequin options that would be appropriate for use when delivering the program - some purchased (like CPR mannequins or cubes) and some that can be made with common items (DIY versions with things like bottles or toilet paper rolls).

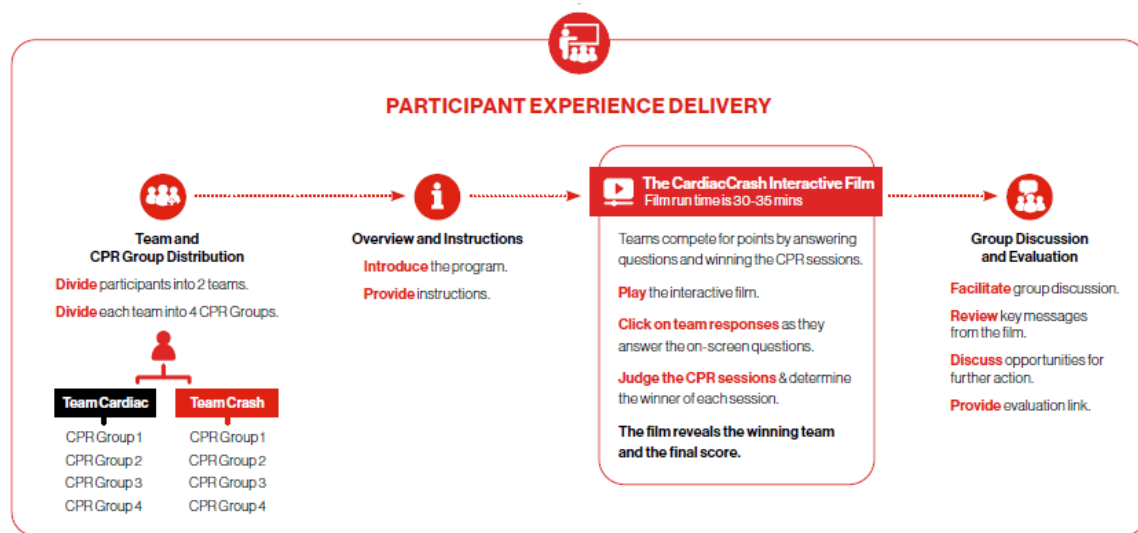
The program can be delivered by one CardiacCrash Facilitator and enhanced through a co-facilitation model if two people are available. The model for distribution relies on leveraging two key channels,

- A Train-the-Trainer option where organizations license CardiacCrash and designate their own internal staff member to become a CardiacCrash Facilitator and deliver the program in-house.
- The existing Heart & Stroke professional Resuscitation Instructor Network who are regularly engaged to go to workplaces to deliver CPR Certification training programs and now CardiacCrash.

This provides a flexible series of options for organizations to bring CardiacCrash to their employees, through internal or external facilitation. The goal of CardiacCrash is to provide as many people as possible with basic awareness, knowledge, and confidence to apply these life-saving CPR/AED skills in a real-life cardiac arrest situation.

The CardiacCrash Experience can be completed in about 60 minutes with the participants. This includes the introduction, the interactive film, time for group discussion, and wrap-up. It can accommodate group sizes between 8 and 40 participants. It can be delivered in either an in-person or virtual event. While some simple pre-learning can support readiness for the event, participants just need to arrive wearing clothing that allows them to comfortably practice CPR and with energy to participate. Anyone can participate in this program and adaptations to accommodate physical limitations are easily applied. Video Closed Captioning, transcripts and handouts with key learning pieces are also available to support those who need it.

The below image provides a high-level overview of the program delivery.



Participants learn through:

- A dramatic, interactive presentation that takes them through an emotional, true-to-life cardiac arrest situation
- Hands-on practice in a team-based, gamified environment
- Facilitator supported discussion

After completing the program learners have a chance to share their feedback and obtain a CrashCard to celebrate their participation and remind them of what they learned such as the main steps to doing CPR and using an AED. The experience also leaves participants with some tangible ideas of what they can do beyond the program such as how to learn more, stay ready through practice, share what they have learned with others and contribute to efforts around improving cardiac arrest survival rates.

Implementation has involved conducting a series of Showcase events where key decision makers and champions learned about and participated in the program. CardiacCrash Experiences have been delivered by team or group and also offered for staff to sign up as individuals. Early program uptake external to Heart & Stroke has primarily been through Showcase events and word-of-mouth but promotion strategies and tactics are in development to help improve awareness and visibility of this great program to achieve the Foundation's objectives of reaching large and diverse audiences.

## Measurable Benefits

Feedback and evaluation mechanisms have been built into the program design. In addition to informal and very positive feedback from participants, subject matter



experts and decision-makers, metric capabilities and post-experience surveys have been implemented. Data from client requests, Docebo LMS, participant and facilitator feedback surveys and the resuscitation call centre are showing really promising results.

Learner feedback to date shows very high rates of satisfaction and indicators that competency/skill development objectives are being achieved.

For example, results show that 97% of respondents agreed or strongly agreed that they are more confident identifying a cardiac arrest, 85% of respondents strongly agreed that they are more confident in performing CPR, and that 80% strongly agreed that they are more confident in using an AED after participating in the CardiacCrash Experience. In addition, low call and email volume to the support centre also indicate that the program resources provided are effectively providing CardiacCrash Facilitators and Instructors with the information they need to run the program.

CardiacCrash is creating an impact with participants, facilitators, and Instructors. It drives active participation for learners, where they are motivated to work as a team to correctly answer questions and teach CPR skills in a way that will help boost learning and skill retention. It's relevant to learners both within the context of their workplace but also on a personal level for themselves and their families, making it a program that has a high level of perceived value for employees.

CardiacCrash is designed to help people overcome their fear and reluctance to take action when they see someone experiencing a cardiac arrest. Every time CardiacCrash is presented, Heart & Stroke is one step closer to normalizing the process of bystanders acting during a cardiac arrest and saving lives.

## **Overall**

CardiacCrash was built with an iterative test-and-learn approach. Pilot testing, expert review and early access soft-launch opportunities were embraced along the way. This has helped Heart & Stroke develop a program that meets the needs of Learning & Development Teams, Facilitators and Learners and is driving towards important behaviours that can impact health outcomes for people in Canada who experience a cardiac arrest.

Heart & Stroke will continue to monitor and data and feedback and to evaluate the impact of the program as it is launched in a broader and more formal way this year striving for continuous improvement and to deliver a high quality, high impact program to audiences.



Throughout the development and early implementation process, there were a few key lessons learned including the following,

- The importance of providing a bilingual experience was evident and the development of films with different actors in the English and French rather than a voice-over approach has gained trust and credibility with French audiences and supported positive relationships in unexpected ways. When resources allow, this learning will be applied to future video-based content.
- Organic promotion through networks, champions and participants has been better than anticipated. The program content, learning experience design and link to person and social good has likely played a large part in the success to date.

What's next? This year CardiacCrash is moving into a more formal launch and implementation phase. There is much excitement to scale this program and make it available across the country in order to continue garnering interest, reach, recognition and impact for this amazing program. In addition, CardiacCrash Youth versions have been developed in English and French. The youth version is intended for students in grades 7-12 and will be launched to schools and community organizations for the next school year. It will empower youth with these important bystander and resuscitation life-skills and extend the learning beyond workplaces to families.

In summary, CardiacCrash is an engaging experience that is unlike any other CPR program. It's a great team-building activity that teaches people life skills that really matter and could save a life.



# About Brandon Hall Group™

With more than 10,000 clients globally and more than 30 years of delivering world-class research and advisory services, Brandon Hall Group™ is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

### Professional Certifications

Self-paced certification programs. Virtual group sessions for companies. In-person conferences and summits.

### Membership

Individual and Enterprise Membership options: Includes research assets, advisory support, a client success plan and more.

### Advisory Offerings

Custom research projects, including surveys, focus group interviews and organizational needs assessments for transformation, technology selection and strategy.

### Excellence Awards

Three annual programs recognize the best organizations that have successfully deployed programs to achieve measurable results.



### ENTERPRISE EXCELLENCE CERTIFICATION PROGRAM

Recognizes the best HCM programs that transform their organization and achieves breakthrough results. This designation is a step above the HCM Excellence Awards® which focuses on one program within a company. Enterprise Excellence is a hybrid of award winners who are also members.

### SMARTCHOICE® PREFERRED PROVIDER PROGRAM

Uniquely places HCM service and technology companies at the top of organizations' consideration list of vendors. It adds an unmatched level of credibility based on BHG's thirty-plus years of experience in evaluating and selecting the best solution providers for leading organizations around the world.

### AGENCY! BY BRANDON HALL GROUP™

Provides comprehensive marketing solutions for human capital management solution providers. We offer strategic services to establish a strong foundation for your marketing efforts.