

Project Rosie:

Helpful information for participating companies and individuals

Why is this important?:

- There are over 100,000 out of hospital cardiac arrests in the UK each year
- England ambulance services attended over 96,000 calls for cardiac arrest in 2024
- 9 out of 10 people die
- Calling 999 and immediately starting CPR when you witness a cardiac arrest is the best thing you can do to give someone the chance to survive
- Average ambulance response time is over 7 minutes
- For every minute CPR is not started, chance of survival decreases by 10%
- We all have the power to help save a life

The problem:

- Less than 1/3 of us say we would feel confident to deliver CPR if needed
- Training ages out with people forgetting the steps within the first year of being trained
- Only 5% of people know where the closest defibrillator is located and when every second counts as a first responder you need to start CPR right away

What does Project Rosie aim to deliver:

- Equip people in the hospitality industry to be life savers with CPR training that results in confidence and competency to act
- Leveraging the 3.5 million people employed across the wider hospitality in the UK
- Part of CPRWrap™'s wider ambition to double survival rates

How does Project Rosie work for participating partners?:

For Suppliers to the hospitality industry:

- Free Online CPR training compatible with corporate e-learning platforms
- Delivering CPR training for all employees at all levels across production sites, head offices, mobile workers, technical services teams etc.
- For those employees who do not have employer issued tech devices, free mobile accessible training is available via the CPRWrap™ website www.CPRWrapuk.com
- CPRWrap™ a CPR aid that helps guide the rescuer with visual prompts through the steps of CPR, and provides a sanitary one way mouthpiece. Available for purchase at £10 each. A powerful addition to office and production site first aid kits, and for employees to have to hand in their desks, fleet vehicles, personal cars and homes. Suppliers could also choose to purchase additional CPRWrap™s to gift with training access to their customers.
- Each CPRWrap™ includes a QR code that links to free CPR training which is accessible to all.
- Become part of a CPR qualified army of advocates. Once people have completed the free training, ask for them to pay it forward and encourage a co-worker, customer or loved one to become CPR competent and confident
- A goal of creating positive PR for all partners and reinforcing to the wider population that pubs, bars and wider hospitality are at the heart of the communities they serve
- CPRWrap™ will provide content for participating businesses and individuals to share in their corporate comms, social channels and for individuals to do the same
- CPRWrap™ will provide regular campaign updates to announce new participating partners as they join Project Rosie, share stats on number of people trained and spread this good news message
- To learn more and to join Project Rosie contact Naomi Fielding at naomi@cpwrapuk.com

For National and Regional outlets and venues:

- Free Online CPR training compatible with corporate e-learning platforms
- Delivering CPR training for all employees at all levels across head offices, regional offices, outlets.
- For those employees who do not have employer issued tech devices, free mobile accessible training is available via the CPRWrap™ website www.CPRWrapuk.com
- CPRWrap™ a CPR aid that helps guide the rescuer with visual prompts through the steps of CPR, and provides a sanitary one way mouthpiece. Available for purchase at £10 each. A powerful addition to office and outlet/venue first aid kits.

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- A goal of creating positive PR for all partners and reinforcing to the wider population that pubs, bars, venues and wider hospitality are at the heart of the communities they serve
- CPRWrap™ will provide content for participating businesses and individuals to share in their corporate comms, social channels and for individuals to do the same
- CPRWrap™ will provide links to assets that outlets/venues can use to promote their participation in Project Rosie to their customers
- CPRWrap™ will provide regular campaign updates to announce new participating partners as they join Project Rosie, share stats on number of people trained and spread this good news message
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For individual/non corporate outlets and venues:

- Free mobile accessible training available via the CPRWrap™ website www.CPRWrapuk.com
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