

2023-2024



IMPACT REPORT



About CPR Kids

CPR Kids is a certified Social Enterprise, founded in 2012, that provides education on prevention, recognition and response to illness and injury in babies and children.

Our classes include paediatric CPR, First Aid and Recognition of the Sick Child, and are designed for families and carers of babies and children, as well as professional development for First Aid trainers.



CPR Kids classes are taught by paediatric nurse educators with current AHPRA registration in a variety of settings:

- In partnership with major public and private maternity hospitals
- Online classes
- Corporate classes
- Specialist programs for not-for-profit agencies
- Professional Development programs for Registered Training Organisations
- Private classes

We currently employ 38 Registered Nurses in NSW and Queensland, and educate over 8000 families Australia wide every year.

CPR Kids classes align with the "S" (Social) aspect of Environmental Social Governance (ESG) by promoting public health, enhancing emergency preparedness, and fostering a culture of care and support within the community.

Overall, this holistic approach to community health and safety exemplifies a commitment to social responsibility and contributes to building stronger, more resilient communities.

We deliver our class in number of ways:



Public classes



Private classes



Online classes



With organisations

Our Classes

Over 8000 people empowered with life saving skills and knowledge in 2023-24



7 regional communities visited across 4 states



Over 8,000 people empowered



3 new health facility partnerships established



Net Promoter score of 96



over 500 families learned via online sessions



Australian Paediatric First Aid Conference



4M views on YouTube



more than 40 Nurse Educators employed



200,000 followers on social media

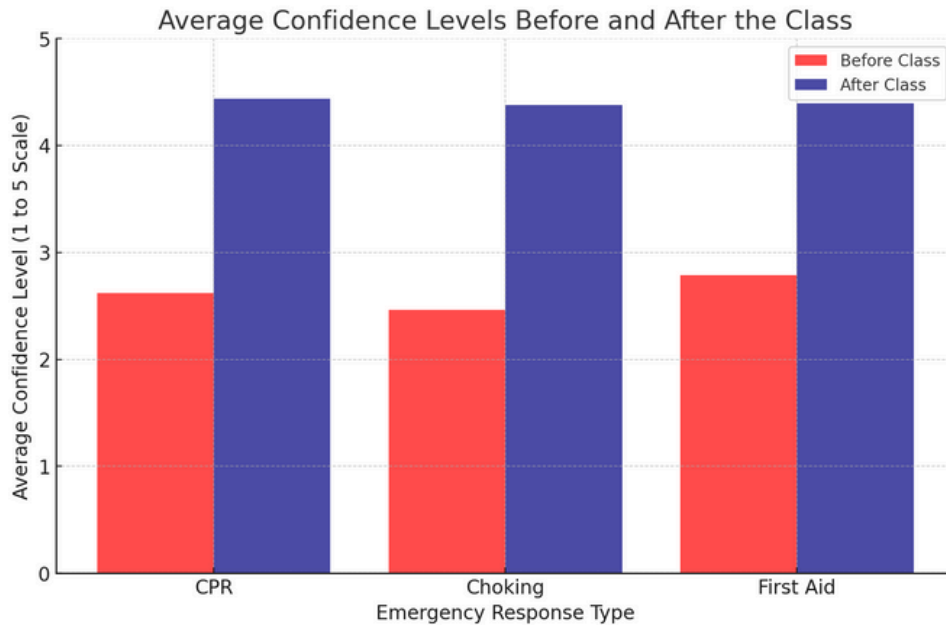


over 600 face-to-face sessions held

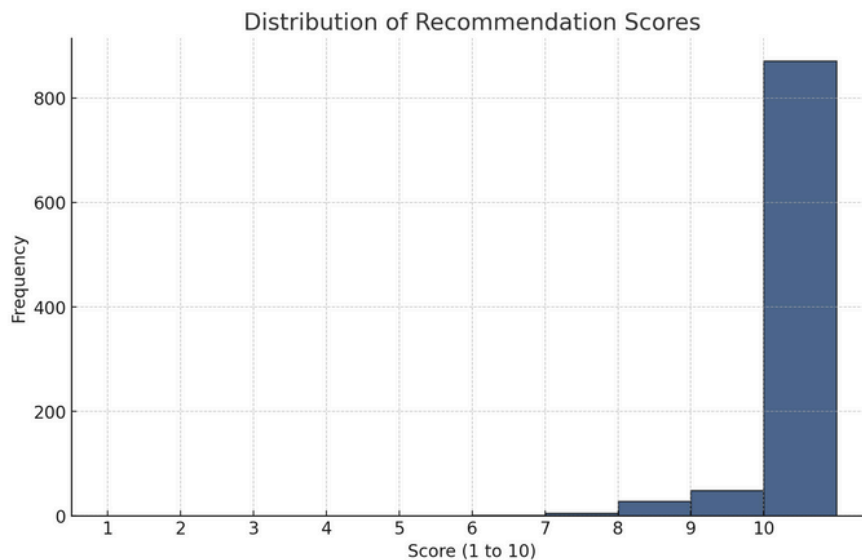


Participant Survey Results

Our classes are so much more than just teaching life saving skills. Instructing on skills alone does not adequately prepare an individual to effectively help in a medical emergency. That's why instilling confidence to act as well as teaching the skills to use are an integral part of the CPR Kids classes.



The average confidence level graph illustrates participants' confidence before and after the class in CPR, Choking, and First Aid, measured on a scale of 1 to 5, where 1 represents "Petrified" (lowest confidence) and 5 indicates "I feel confident" (highest confidence). The significant increase in confidence levels after the class across all categories demonstrates the positive impact of the training.



The recommendation scores are measured on a scale from 1 to 10, where 1 indicates "not likely at all" to recommend the class, and 10 represents "extremely likely." The distribution highlights the prevalence of high scores, which shows strong participant satisfaction and willingness to recommend the class. This correlates to a Net Promoter Score of 96 (extremely high).

Partnerships & highlights



Some of the fabulous CPR Kids Nurse Educators

CPR Kids partners with 22 public and private maternity hospitals to provide our classes to the community. A key component of this partnership is providing hospital-wide paediatric first aid education sessions for over 300 midwives, nurses, doctors and allied health staff in the past year.

Highlights of 2023-2024 include:

- Awarded Social Enterprise Certification from Social Traders and People and Planet First
- Hosting the Inaugural Australian Paediatric First Aid Conference
- Speaking at the National Institute of First Aid Trainers conference
- Distributing 10k+ Rescue Rashies with Westpac to vulnerable communities
- Partnering with the Sisterhood Project to deliver classes to vulnerable and regional communities
- Appearances and commentary on multiple media platforms
- Randwick City Council Business Awards Finalist

Not-for-profit agencies we currently work with:

- Big Little Wins
- Birth & Beyond, Alice Springs
- Birthing Mums, Mudgeeraba
- Choice Pharmacy Families
- Gold & Sunshine Coasts Multiple Birth Families
- Gulgor Yourtown Young Parents Program
- HOPE Catholic Care
- Junction Works
- Mothers Connected
- Mudgin-Gal Women's Place
- SPCC DALE Young Parents School
- Sisterhood Project
- Thriving Families NSW
- Youth Resolutions Saints Care
- YWCA Young Mums

APFAC

We hosted the inaugural Australian Paediatric First Aid Conference (APFAC)

The Australian Paediatric First Aid Conference (APFAC), held virtually on May 15, 2024, was an impactful event dedicated to advancing paediatric health and safety.

With a diverse program featuring both live and on-demand sessions, APFAC provided Registered Training Organisations, healthcare professionals and First Aid trainers with the latest insights in paediatric health care.

Key highlights included an inspiring keynote by Turia Pitt on resilience and teamwork, a presentation on envenomation by Prof Julian White AM, an expert panel on paediatric drowning and a live venomous snake show.

Attendees also gained practical skills through interactive workshops, such as mastering essential paediatric first aid care techniques. On-demand sessions covering topics like respiratory distress, diabetes management, and asthma remain available to attendees for three months post-event, ensuring sustained learning opportunities. APFAC successfully brought together expert voices and practical knowledge, empowering professionals to enhance their impact on children's health and safety



APFA+
Australian Paediatric First Aid Virtual Conference 2024
Brought to you by CPR Kids
Proudly sponsored by...

Aero Healthcare **AERO** Healthcare **ACCO Brands**

Laerdal **Laerdal** helping save lives **Artline** **STABILO** **SPIRAX** **ACCO BRANDS**

Key highlights include:

Participation:

Total participants: 263
Live attendees: 168

Engagement:

- **Total sessions joined: 902**
- **Average sessions per person: 6**
- **Total recording views (minutes): 44,464**

"Absolutely loved it. The range of speakers was excellent. Loved the concept and the convenience. It also made the conference very affordable as we did not need to travel. In this day and age, this is very important."

Community

We pride ourselves on ensuring our services are inclusive and accessible for all, regardless of ability, ethnicity, gender, gender identity and expression, religion or sexuality.

We are always learning and working toward becoming truly inclusive for every individual, and are committed to continuously improving both our digital and real world offerings.



01

No-cost tickets for vulnerable families

Up to 4 spots are reserved in every hospital class for families who otherwise would not be able to access this training. Families are identified by hospital staff eg social work, nursing staff.



02

Low or no-cost classes with not-for-profit organisations

We work with the NFP organisation to create a class that meets the specific needs of their clients, and provide this at low or no cost.



03

Contextualised / adapted classes

Our educators are experts at adapting class content and practical skills to the abilities of participants. We have mobile classes for those who can't come to hospital or community venues.



04

Languages other than English

We are currently developing a Mandarin language online course, and also partner with Westmead Hospital to hold classes with interpreters for other languages including Farsi and Arabic. Our CPR resource poster has been translated into 13 languages.

Priority Sustainable Development Goals



The UN Sustainable Development Goals (SDGs), also known as Global Goals, are a set of 17 integrated and interrelated goals to end poverty, protect the planet and ensure that humanity enjoys peace and prosperity by 2030.

There are 17 SDGs and 169 targets in total. While they are all equally important and interrelated, we are prioritising the 4 most relevant to CPR Kids in 2022

3. Good Health & Well Being

CPR Kids supports SDG 3 by equipping carers with skills for timely health decisions, reducing emergency visits and enhancing community health. By promoting early intervention and illness prevention, CPR Kids helps reduce pressure on healthcare systems, benefiting public health and aligning with The First 2000 Days framework.

5. Gender Equality

CPR Kids promotes gender equality by supporting flexible employment for mothers returning to the workforce and ensuring an inclusive environment where breastfeeding and babies are welcome in classes. This reduces gender barriers in employment and enables women to balance family and work, aligning with SDG 5.

4. Quality Education

CPR Kids' classes provide participants with practical, life-saving skills from highly qualified paediatric educators, strengthening health literacy and building a skilled workforce. This aligns with SDG 4's aim to expand access to quality education and qualified teaching professionals in healthcare.

10. Reduced Inequalities

CPR Kids addresses SDG 10 by making life-saving education accessible to geographically isolated and culturally diverse communities through multilingual resources and online education. This inclusive approach reaches audiences worldwide, ensuring that language and location do not limit access to essential health training.

Testimonials

It was a great session, very well presented by the [CPR Kids Nurse Educator] who was able to build rapport with the parents quickly and adapt around them. We had lots of great discussion around the table and good feedback.

Emma, Gulgor Yourtown Young Parents Program

As my husband and I were leaving the venue - he turned to me and said 'that was the most worthwhile time & amount we've spent' in preparation for our first child.

I couldn't agree more.

Our instructor was super engaging, knowledgeable, passionate (I could go on), and delivered the information in a way that we have both remembered.

I've been recommending this CPR course to everyone I've spoken to since. It's not even a recommendation - it's a must for any parent, at any stage of parenthood.

DO IT!

Le, CPR Kids class participant

I attended the public/community class with my son and daughter-in-law and their 1st baby. As a retired RN I found it very useful as a refresher, esp. as I hadn't any recent paediatric experience. This is an absolute must class for new parents and for grandparents for the safety of babies and children. Great hands-on practical skills and great access to resources. Everyone should know the basics of CPR and First Aid - CPR Kids does this really well.

Gabrielle, CPR Kids class participant



Business for good



“Excellent! The content was very helpful and [the CPR Kids Nurse Educator] did a phenomenal job - information delivered was engaging, informative, simple and memorable.”

Petya - CPR Kids class participant

Memberships

CPR Kids is proud to be a member of:

National Institute of First Aid Trainers
Social Enterprise Council for NSW and ACT
ACON Welcome Here project
Social Traders
People and Planet First

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