

2022-2023



IMPACT REPORT



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Introduction

CPR Kids is an Australian-based organisation that provides paediatric first aid, CPR and recognition of the sick child education to parents, carers, and educators to help them provide immediate and effective care to children and babies in an emergency.

CPR Kids equips families from all backgrounds with life-saving skills and knowledge that can help reduce paediatric morbidity and mortality from accidents or medical emergencies.

As a paediatric first aid training organisation, we understand that emergencies can happen to anyone. Access to training or evidence based online information can be the difference between a good or a tragic outcome.

We provide practical, accessible, and high-quality training programs for all families across Australia and beyond, regardless of their geographical, socioeconomic, or cultural backgrounds.

In this impact report, we share our achievements and outcomes from the past year, and to demonstrate how our work aligns with the United Nations Sustainable Development Goals.

By providing concrete examples of our impact and progress, we hope to inspire our stakeholders and partners to join us in creating safer, healthier, and more resilient families and communities.

We deliver our class in number of ways:



Public classes



Private classes



Online classes



With organisations

Our Classes

Over 7000 people empowered with life saving skills and knowledge in 2022



Visited 8 regional communities- 250 rural families



Over 7,000 people empowered



3 new health facility partnerships established



Net Promoter score of 93



50 online learning sessions



Podcast released



4M viewers on YouTube educated



34 Nurse Educators employed



97,000 followers on social media



Over 650 face-to-face sessions held



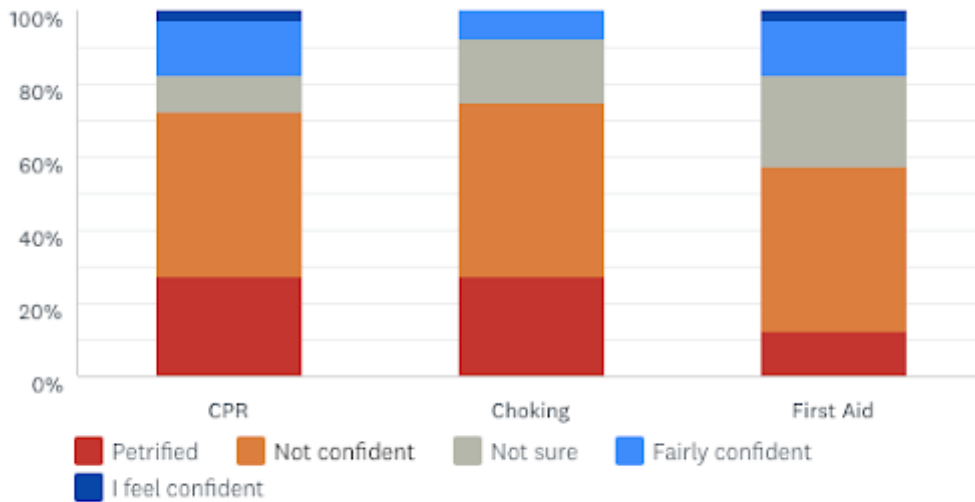
Mandarin language First Aid class

PARTICIPANT SURVEY

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.

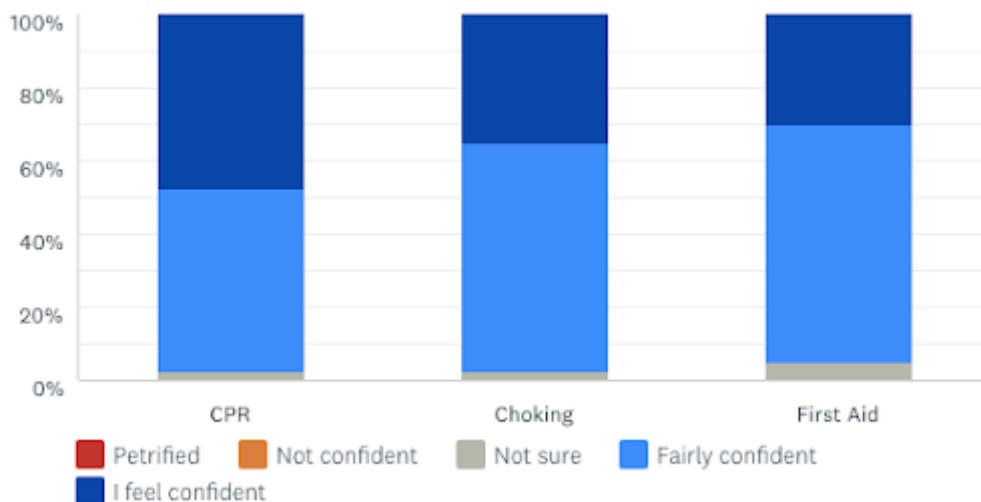
BEFORE:

Rate your confidence to perform CPR/ choking first aid /first aid on a child BEFORE your class:



AFTER:

Rate your confidence to perform CPR/ choking first aid /first aid on a child AFTER your class:



CPR Kids online videos

Accessible, evidence-based paediatric health education available 24/7 for all.

The CPR Kids Facebook Live and YouTube channel viewers come from across the globe - the top viewing countries are US, India, Philippines, UK, South Africa, Pakistan, Kenya, Canada and Australia.

We have 100+ paediatric health videos available to view, and add more weekly.

3 of our most popular videos are:



Choking First Aid

- 2.6M views to date
- 1K views per day



CPR for babies

- 260K views to date
- 400 views per day



Parent's (Mother's) kiss

- 45K views to date
- 100 views per day

"My baby choked about a week after I watched this; and boy was I glad I had just watched this video. You probably saved her life! This is such clear and wonderful instruction and it worked. Thank you!"

Kimberley Heath

"Daughter shoved a small lego dot up her nose. Thank you for this video! It shot out immediately!"

Amy Osbourne

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

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 to go to those who can't come to hospital/community venues.



04

Languages other than English

We currently hold classes in Mandarin language, 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.

Partnerships & highlights



Sepsis in babies and children
Part 1
Common infections, red flags, and prevention.

With Senior Medical Officer in Paediatric Infectious Diseases (Children's Health Queensland) Adam Irwin & Paediatric Nurse Sarah Hunstead

CPR  Children's Health Queensland Hospital and Health Service |  Queensland Government

Sepsis video with QLD Health

CPR Kids partners with 18 public and private maternity hospitals to provide our classes to the community. A key component of this partnership is providing hospital-wide education sessions for over 300 midwives, nurses, doctors and allied health staff in the past year.

Highlights of 2022-2023 include:

- Speaking at the National Institute of First Aid Trainers conference
- Holding education sessions for Surf Life Saving NSW first aid trainers
- Creating free health resources with CubCare paediatric doctors
- Delivering live education sessions about paediatric sepsis on social media with Children's Health Queensland
- Mother. Doctor. Nurse. podcast released with Listnr Network and paediatrician Dr Deb Levy
- Appearances in media such as The Morning Show

Not-for-profit agencies we currently work with:

- The Northern Centre, West Ryde
- Mudgin-Gal
- Glugor / YourTown
- Anglicare
- HOPE Catholic Care
- Malabar Midwives
- Barnardos
- Wesley Mission
- Family Preservation / Brighter Futures
- Liverpool Libraries
- Junction Works
- Possum Playgroup
- Nepean Community (Aboriginal Early Childhood Group)
- Youth Resolutions
- SPCC Dale Young Parents School
- The Irish Agency
- MARCS Baby Lab
- Defence Families Hunter Defence Support Network (HDSN)
- Kooloora Community Centre, Malabar
- Western Sydney University Student Parent Union Parramatta
- Salvation Army

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

Aligned with SGD 3, the CPR Kids classes have a broader impact on the community and public health system, beyond the direct effects on the participants.

The classes equip the participants with increased knowledge and confidence, particularly in making timely and informed decisions about their child's health, aligning with The First 2000 Days framework #2 and #3.

When parents and carers are able to identify illness early and adopt preventive measures for injuries, this positively affects the health outcomes of their children. This, in turn, has a ripple effect on the health system, especially on overcrowded emergency departments.

One of the key focuses of CPR Kids education is to teach parents and carers when and where to seek appropriate help for their sick or injured child, and to seek early GP intervention to avoid the need for emergency department visits. By doing so, they not only reduce the burden on emergency departments but also promote better overall community health.



4. Quality Education

CPR Kids' classes improve the quality of education by providing practical training in life-saving skills that can be applied in real-world situations.

By equipping individuals with life-saving skills, CPR Kids' classes contribute to the development of a more knowledgeable and skilled population, which is essential for achieving SDG 4.

All CPR Kids' educators are paediatric nurses or midwives with specialist training. The majority of educators have paediatric/neonatal critical care post-graduate qualifications, and all have current AHPRA registration. This high level of expertise ensures that learners receive the highest quality education and training possible.

By employing qualified and experienced educators, and continuing professional development education at CPR Kids, our classes also contribute to the development of a highly skilled workforce in the healthcare sector. This aligns with SDG 4, which aims to increase the number of qualified teachers and other education professionals.

Priority Sustainable Development Goals



CPR Kids Nurse Educators Hayley and Stephanie



5. Gender Equality

CPR Kids' focus on flexible and inclusive employment, particularly for mothers returning to the workforce, aligns with SDG 5, which aims to achieve gender equality and empower all women and girls.

By prioritising flexible and inclusive employment practices, CPR Kids is helping to reduce the gender gap in the workforce and ensure that women have equal access to employment opportunities. This can help promote greater economic empowerment for women, which is a key component of SDG 5.

In addition, by providing opportunities for mothers returning to the workforce, CPR Kids is helping to address some of the challenges faced by women in balancing work and family responsibilities. This can help promote gender equality by reducing the burden of unpaid care work that often falls disproportionately on women.

In all of the classes CPR Kids holds, babies and breastfeeding are always welcome to ensure mothers and carers are not excluded from classes.



10. Reduced Inequalities

CPR Kids classes and health resources are designed to be inclusive for all and can be tailored to the needs and abilities of the participants. This means that regardless of someone's background, age, geographical location or ability, they can access the life-saving skills training provided by CPR Kids.

The classes and resources are also available in languages other than English, ensuring that language barriers do not limit access to education and training. Geographical barriers are overcome with the CPR Kids YouTube channel, providing free paediatric health education. Top countries viewing are the USA, India, Philippines, UK, Australia, Pakistan and Kenya.

Furthermore, CPR Kids promotes inclusivity by welcoming all individuals regardless of their sexuality, race, or gender. This helps to create a safe and supportive environment for all learners, where they can feel comfortable and confident in their ability to learn and apply the life-saving skills taught in the classes.



"I cannot speak more highly of CPR Kids and truly hope to see the business grow rapidly so that more people can learn these essential skills."

Class Participant December 2022

Memberships

CPR Kids is proud to be a member of:

- NSW branch Australian Resuscitation Council
- National Institute of First Aid Trainers
- Social Enterprise Council for NSW and ACT
- ACON Welcome Here project

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