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## INTRODUCTION

The Dispatcher-Assisted first REsponder (DARE) programme was conceived in 2014 to tackle Singapore's low survival rates for out-of-hospital cardiac arrest (OHCA) cases by strengthening community responsiveness.

The public is strongly encouraged to step forward in a cardiac arrest emergency by calling 995, administering hands-only chest compressions and using an AED while receiving instructions from the SCDF 995 specialist. In 2016, there were over 2,500<sup>1</sup> OHCA victims in Singapore.

In addition to the DARE training sessions to equip laypeople with life support skills in the event of a cardiac arrest, the DARE team continued increasing public awareness.

## OBJECTIVE

To execute a 6-month targeted DARE campaign from **May 2018** to achieve the following objectives:

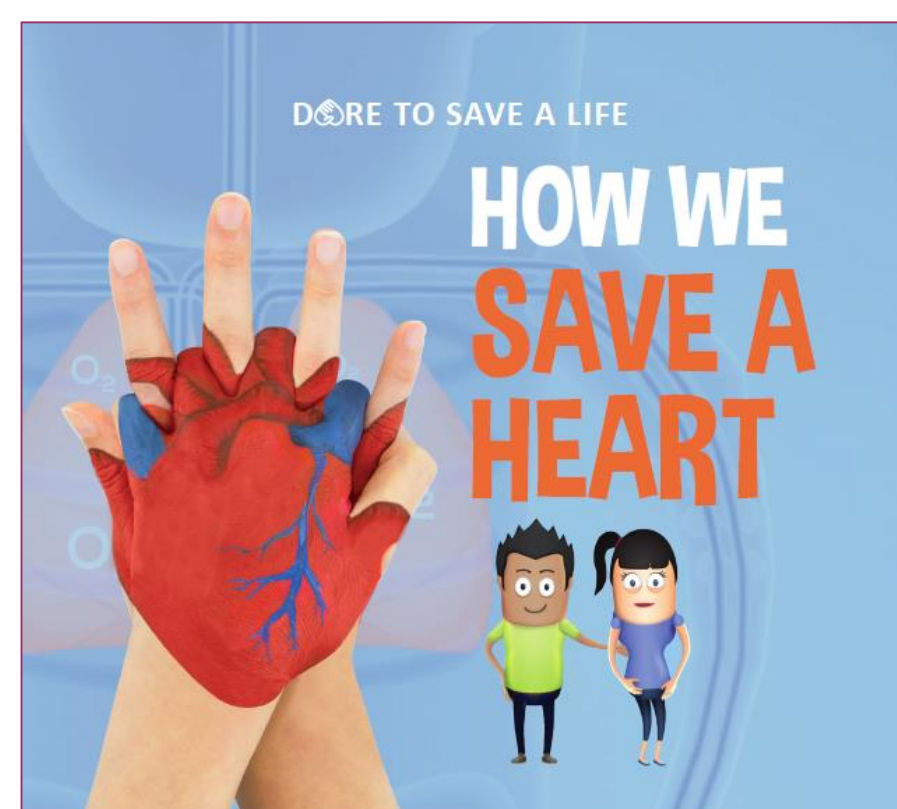
- Increase awareness on recognising and knowing what to do in a cardiac arrest emergency – 3 key steps/messages
  - ✓ Call 995 and stay on the line
  - ✓ Push hard and fast
  - ✓ Use an AED
- Increase in community responsiveness and willingness (i.e. increase in number of people coming forward to help by rendering CPR and use of AED);
- Increase in social media interest for cardiac arrest;
- Number of people engaged;
- Increase in the number of people downloading the DARE app, and registering as a first responder through myResponder app;
- Increase take-up rate of DARE and public life-saving courses (i.e. CPR training and use of AED).

## METHODOLOGY

As part of the campaign, the DARE team partnered creative and social media agencies to develop a series of DARE publicity materials, organised roadshows and increased social media presence. The campaign gained prominence in various media!

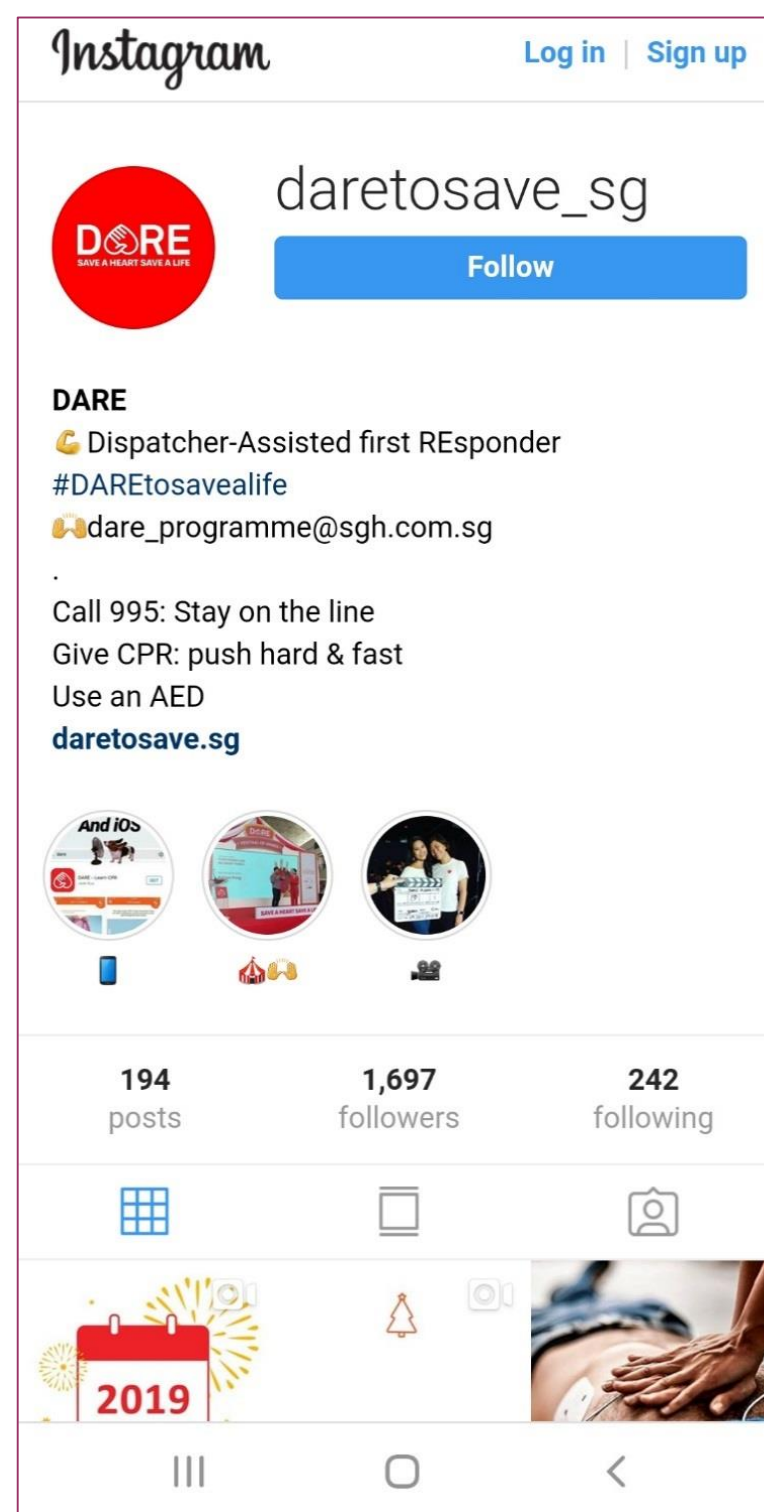
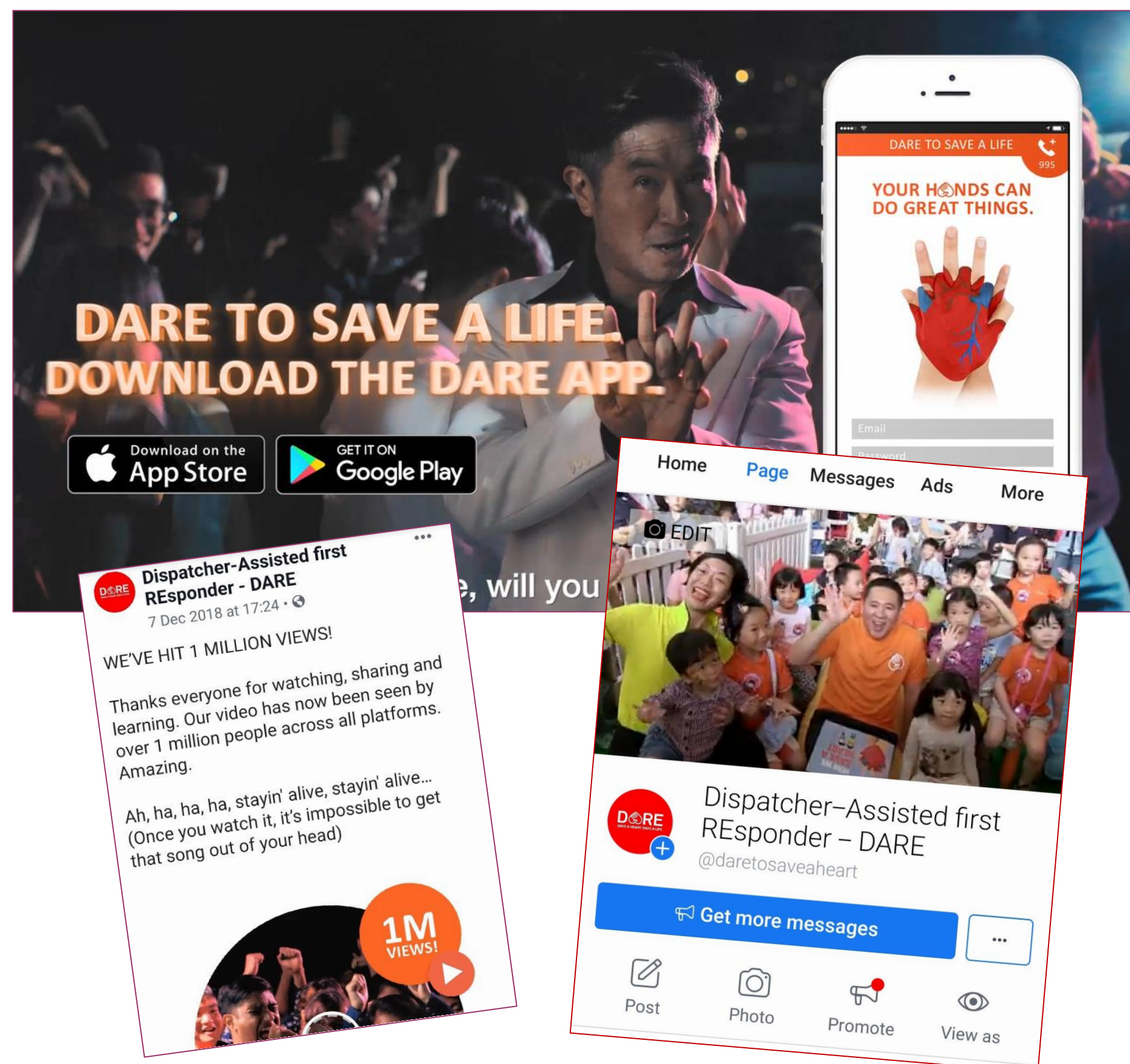
### Print collaterals

- Savers Manual newsletter
- Children's storybook
- Posters



### Digital media

- DARE App
- Videos (training tutorial, and publicity featuring celebrity Adrian Pang)
- Website
- Social Media (Facebook, Instagram)



## RESULTS

PLATFORMS USED



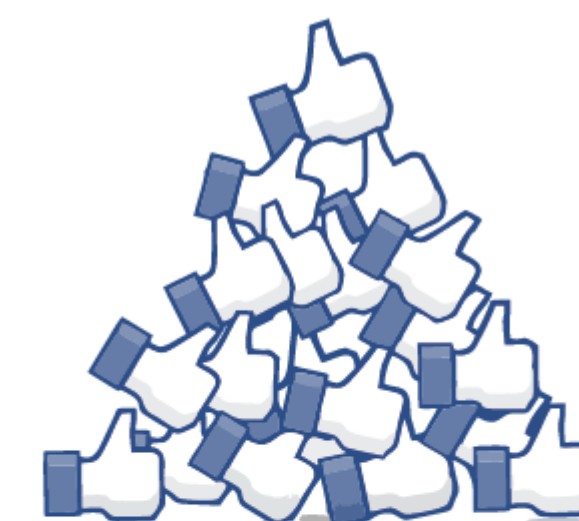
1,173,027  
REACH

YouTube 1,533,125  
VIDEO VIEWS

17,511,601  
Facebook Page Impressions



20,115  
APP INSTALLS



8141  
PAGE LIKES

1,077,551  
Interactions



## Increase in top of mind awareness for the 3 key steps and Increase in bystander responder rates

A survey<sup>2</sup> conducted largely on a base size of 1,000 participants reaped the following encouraging results:

3 key steps for cardiac arrest	Pre-campaign	Post-campaign
All 3 key steps correctly identified	17%	19% ↑

CPR	Pre-campaign	Post-campaign
Awareness	56%	57% ↑
Perform CPR	69%	72% ↑
Willingness to give CPR	64%	73% ↑

AED	Pre-campaign	Post-campaign
Awareness	71%	80% ↑
What is the Symbol	92%	92%
Who can use the AED	32%	36% ↑
Willingness to use AED	65%	76% ↑

## Increase in trained responders

Trained Responders	Pre-campaign	Post-campaign
AED trained only	2%	4% ↑
CPR trained only	11%	11%
Both AED and CPR trained	15%	17% ↑

## CONCLUSION

- The overall publicity campaign has led to an **11%** increase in public awareness – recognising and knowing what to do in a cardiac arrest emergency.
- The public are now more willing and ready to step forward to help.
- The DARE team continues to actively engage and conduct DARE trainings to equip the general public, private and public organisations, educational and religious institutions, to prepare them for such medical emergencies.



1 White AE, Pek PP, Nur Shahidah, Ng YY, Ong MEH, Yap S. Singapore Out-of-Hospital Cardiac Arrest Registry Report 2011-2016. May 2019. Republic of Singapore. Unit for Prehospital Emergency Care. 2019  
2 Independent survey conducted by Blackbox Research