

# Heartstart Malvern Newsletter

No: 3 September 2016

[www.heartstartmalvern.org.uk](http://www.heartstartmalvern.org.uk)



## First sessions being advertised

Following generous donations from Malvern Lions Club and Councillor Lucy Hodgson to buy training defibrillators and manikins, we are now ready to start delivering free training to members of the public and schools.

We have put a number of dates on our website for September and October and will be adding some more dates shortly. Our challenge now is to promote this training. If you have any friends, family or colleagues who may be interested in attending a training session, please encourage them to visit the website and book a place.

Heartstart Malvern will also deliver training to any local clubs, groups or organisations in Malvern and the surrounding villages. If you are aware of any groups who may be interested in having training delivered at their meeting place, they should also contact us through the website.

We need to be aiming to train about one thousand people a year for the scheme to be really successful. Any help you can provide in promoting Heartstart Malvern and our free training would be appreciated.

## Volunteer Trainers

Following a feature in the Malvern Gazette, over 20 people expressed an interest in becoming a trainer. This was an overwhelming response and was much better than anticipated.

Our first trainer preparation evening was held on 31 August 2016 and was well-attended. A second evening will be arranged for those who could not attend in October.

We would like to thank everyone who volunteered to become a trainer. It will take a couple of months to get everyone ready to help facilitate a training session, but once we have done this we will have a very strong team.

## Schools Lead and Secretary

In August we welcomed Cathy Millar to our team who has kindly accepted to take on the role of Secretary and Schools Lead. Cathy is another volunteer who has joined us thanks to Malvern Hills Volunteering.

Cathy recently retired as a head teacher so brings a wealth of experience and enthusiasm to Heartstart Malvern. Over the next few months Cathy will be working with local primary and secondary schools to try and get Heartstart training embedded in the curriculum.

Delivering training in schools is a key stand of our overall strategy. Training in schools will help us train a large number of pupils each year. In addition to providing children with a useful life-skill, training in schools will also help us engage with many young people who might not otherwise receive CPR and AED training.

Heartstart Malvern is aiming to train every Year 6 pupil and at least one year group in secondary schools in Malvern. Cathy will have a lot of work over the next few months trying to contact schools and encouraging them to identify opportunities to embed Heartstart Malvern training into their curriculum. Please let Cathy know if you have any useful contacts at local schools ([thameshead@hotmail.co.uk](mailto:thameshead@hotmail.co.uk)).

## **Waitrose**

Waitrose donate £1000 each month to local voluntary groups through their Community Matters Scheme. During August Heartstart Malvern was one of the three voluntary groups who customers could vote for with the green tokens at the checkout.

We did extremely well securing over half of the votes and will be receiving a cheque from Waitrose early in the New Year for £587. This will enable us to buy another training manikin and AED. Many thanks to everyone who voted for us.

## **Launch**

From now until Christmas we will be growing Heartstart Malvern quite slowly. This is to enable us to help prepare our new volunteer trainers and to ensure that we have all of our systems and processes in place.

We are planning a formal launch in January after which we will raise the profile of Heartstart Malvern. Planning of the launch event is still in the very early stages but we hope to be able to provide you with some initial information in October or November.

## **Fundraising**

One of Heartstart Malvern's aims is to raise funds for public access defibrillators (PADs) to be purchased and installed around Malvern. PADs are defibrillators that any member of the public can use.

Each PAD will cost about £1250 to buy and install in a special cabinet. As seconds really do count following a cardiac arrest, we estimate that around 50 PADs will be needed for Malvern.

Heartstart Malvern is keen to recruit a Fundraising Lead and a team of Fundraisers. These volunteers will be essential to help

raise funds for the PADs and to enable us to provide our training completely free of charge.

Part of the Fundraising Lead's role will be to identify and contact local groups who may be able to help fundraise for us. They will also help lead the fundraising team to organise a number of different fundraising events. Anyone interest in becoming a Fundraising Lead or a Fundraiser should contact Richard (contact details below).

Richard is also keen to hear from anyone who may have contacts with any local groups who may be in a position to fundraise for us.

### **Mailing list (important)**

Heartstart Malvern's contact list is growing rapidly. To ensure that you receive future editions of this newsletter, please join our mailing list.

If you would like to be added to our mailing list, please go to the News Section of the website and add your e-mail address to the subscribe section. It will only take less than a minute to do.

## **Facebook**

Please remember that we now have a Facebook Group (Heartstart Malvern). If you use Facebook, please join this group and share any posts which promote our training sessions.

For more information about Heartstart Malvern or to become a volunteer, please contact Richard on 07716 345300 or at [richardvakislowe@gmail.com](mailto:richardvakislowe@gmail.com)