

**Glasgow 2014 Commonwealth Games- Delivering a lasting legacy for
Scotland
Response from BHF Scotland**

Introductory remarks

British Heart Foundation (BHF) Scotland sees the Glasgow 2014 Commonwealth Games as an opportunity to focus attention of all stakeholders on health improvement, and, in so doing, ensuring that the Games truly are for everyone: for the ordinary man woman and child on the street, just as much as it is for elite athletes.

2014 should also be seen as an opportunity to counter some of the assumptions that people might make about our nation's health and about the west of Scotland's health in particular. Glasgow and the west of Scotland have had the 'sick man of Europe' label for too long, and the Games is a great opportunity to shed that tag. In terms of cardiovascular disease, the west of Scotland still has much higher rates of premature death than other parts of the UK and we feel the legacy of the games should be the inspiration for all sections of civic society to concentrate on the permanent eradication of some of these health inequalities. The focus on health and physical activity that the Games will provide is a great opportunity to inspire a nation.

Achieving this will require leadership and ambition, of course, but we feel that it can be achieved if the effort and enthusiasm is there. Below we set out some specific measures that we feel are essential if we are to adequately capitalise on the benefits for Scotland's heart health that the run up to Glasgow 2014 could offer.

Our response focuses on some key issues of interest to BHF Scotland, especially the opportunity to promote physical activity, and, in particular on the provision of life-saving skills in the community.

Promoting physical activity

With such a major media focus on competitive sport, the Games will be a great opportunity to push social marketing messages on physical activity. We warmly welcome the suggestion the Government could take this opportunity to launch a social marketing campaign on the back of it. Given the scant evidence that previous high profile elite sporting events such as the Olympics have been successful in securing a lasting legacy of mass participation in physical activity, it is important that such a campaign is accessible to all age groups and that, in particular, efforts are made to ensure that groups that are traditionally hard to reach are included. It may be that the impact will be greater if a series of mini campaigns are designed to target specific age and social groups rather than a whole population based approach.

BHF has considerable expertise in this area. Our 30 a day campaign from 2007 focussed on increasing physical activity amongst the over 50s age group. 30 a day was a versatile, multi-layered, celebrity-backed campaign

incorporating light-hearted billboards, a mailing to 2.5 million households, a campaign website and free booklets to encourage adults to get 30 minutes of activity, using everyday ways, on at least five days a week.

We are also responsible for the award winning Food4Thought, an integrated campaign using PR and press activity, schools education packs, online advertising, an interactive website and Government lobbying to encourage 11 to 13-year-olds to take greater responsibility for their health, and to change the foods they eat, by providing them with the tools to make informed decisions.

We also have experience in targeting our campaign messages at groups that are often excluded. Heart disease is particularly prevalent amongst the South Asian community, and we have tailored many campaign messages in the past to ensure they have the highest impact possible in these communities. For example, our Doubt Kills campaign has been tailored to ensure that it has the most impact in South Asian communities - an advert was played on an Asian television station for example. Our ethnic strategy coordinator has also done a lot of work in Scotland and across the UK in mosques, for example in encouraging Imans to incorporate messages on healthy living into their sermons.

We also feel it is important to ensure that messages on physical activity, especially those that are generated in the environment of the games, are inclusive, and that every effort is made to ensure that groups who are inactive at present are included. There is a danger that the Games, and especially the use of elite sportsmen and women as celebrity ambassadors, could put certain groups off making any kind of improvement in their levels of physical activity. It will be very important to use real people as role models as well, such as those who have greatly reduced their CVD risk through lifestyle change, either before or after a cardiac event.

BHF would be delighted to work with the Government and other stakeholders to assist with the preparation/or delivery of such a campaign to meet the needs of particularly Scottish audiences.

We also feel it is crucial that any changes in the built environment that need to occur in the lead up to the games are conducive to the population being more physically active.

Emergency Life Support (ELS) and Cardiopulmonary Resuscitation (CPR)

We warmly welcome the suggestion that the Government could *'work with the Games Organising Company to explore the possibility of training the 15,000 volunteers in Cardio-Pulmonary Resuscitation.'*

This is a tremendous opportunity to ensure that as many people as possible in the community will have the skills to save a life. We would argue that in addition to the laudable suggestion above, that we can go further and ensure

one of the legacies of the Games is a sustainable approach to emergency life support (ELS) including CPR that is passed from one generation to another.

Heartstart UK is an initiative coordinated by the BHF to teach members of the public what to do in a life-threatening emergency: simple skills that can save lives. It provides opportunities for people to learn the vital skills of ELS. Through Heartstart UK the BHF aims to strengthen the chain of survival by promoting and supporting ELS training in the community.

Across the UK, 1.7 million people have been trained in ELS and CPR by Heartstart UK schemes. Last year alone in Scotland, 52932 adults and children were trained in these lifesaving skills.

BHF has been working recently with the Scottish Ambulance Service (SAS) to fund 4 new Community Resuscitation Development Officers as seconded posts throughout Scotland to aid community resuscitation development in communities and schools. These posts are funded by BHF for 2 years each and aim to strengthen the provision of ELS skills in communities right across the country.

Precedent of BHF support for Liverpool's Capital of Culture Celebrations

The BHF Scotland would like to draw the Scottish Government's attention to how we have developed a similar emergency-life-skills for volunteers project in Liverpool. As part of the preparations for the Capital of Culture Celebrations in Merseyside, BHF's Community Defibrillation Officer (CDO) tapped into the volunteering section of the company organising the event (Capital 8). Potential volunteers were invited to a planning meeting involving Liverpool City Council to explore their aspirations and interest in getting involved in the capital's celebrations. Thanks to our CDO's presence on the planning workshop he secured interest from 100 volunteers who were subsequently trained in the use of an Automated External Defibrillator (AED). These volunteers are now present at events as people on the ground to direct and act as information portals for visitors to the city. They also make themselves known as trained responders.

This approach has gone well for the North West Ambulance trust as many local volunteers and members of the public have, through their presence, realised the benefits of community resuscitation. For example one of the volunteers was a gatekeeper for Liverpool Cathedral and has subsequently worked with the trust to place an AED there. The ambulance trust intends to keep this regiment going post 2008 and utilise it for the benefit of the public in the future. We feel that the Glasgow 2014 Games offers a similar opportunity in terms of increasing the provision of these skills in the community.

Although the demands of training 15,000 volunteers, as proposed in the consultation document, would be considerable, we feel that partnership working between the voluntary sector and other stakeholders would make it possible. BHF, the Scottish Ambulance Service, the government, community leaders and other voluntary organisations could work together to create a

sustainable infrastructure of provision that would deliver demonstrable benefits to all communities from the most deprived to the most affluent. We feel that this would be a tremendous legacy of the Games for Scotland as a whole and for Glasgow in particular. In addition, it would have symbolic value for an area that has had a bad reputation internationally in terms of cardiovascular disease. For the city to lead the way for the rest of the country in terms of ELS and CPR, at a time when the eyes of the world will be upon us, would be a tremendous legacy for the Games.

BHF, with our expertise in this area as detailed above, would be ideally placed to coordinate such a group, and would be delighted to work with the Scottish Government to coordinate efforts in this area.