

## Case Study: Heart Safe communities – equipping residents and communities to be first responders



*Julie Hughes demonstrating CPR at The Residences Community BBQ*

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### Highlights at a glance

Since 2020, the Michael Hughes Foundation (MHF) has partnered with local developers, PAYCE and Sekisui House, to create a Heart Safe community in Melrose Park where all residents are equipped with the knowledge, confidence and equipment to be a first responder in the case of a cardiac arrest within Melrose Park. Over 30 Automated External Defibrillators (AEDs) will be installed by PAYCE and Sekisui throughout the residential complex across 10 years, ensuring that all residents across the 30-hectare site will have access to an AED within close proximity to their homes. This is the first time AEDs have been installed at the development stage within an apartment complex.

Despite the availability of AEDs throughout the Melrose Park development site, new residents lacked awareness and education about cardiac arrest and the location of AEDs within the complex. Previous attempts by the MHF to engage new residents and provide AED training were unsuccessful, with training sessions cancelled due to low registration numbers.

In response, the MHF engaged BROOKS Community Engagement in July 2022 to create a community engagement program for Melrose Park residents to equip them with the necessary tools, education, understanding and confidence to be a first responder in a medical situation. The *Melrose Park Education and Awareness Program* is the first community engagement program designed to inform residents about how to use defibrillators in a high-density residential apartment complex.

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- Three key outcomes showing impact of engagement:
    1. **Increased community awareness and confidence surrounding cardiac arrest and the use of AEDs.** This awareness has had ripple effects within the communities, as the residents who were engaged passed on their knowledge to their families and workplaces.
    2. **Identified and communicated effectively with the CALD population living in Melrose Park.** As Melrose Park was identified as having a very high Culturally and Linguistically Diverse (CALD) population, the development of inclusive, engaging and culturally sensitive materials that specifically targeted the Melrose Park community was crucial to the program's success.
    3. **Increased interest and registration in the training sessions.** Previous attempts to generate interest in the CPR and AED training were unsuccessful and two attempts of awareness training were cancelled due to low registration numbers. The increase in registration numbers for the training sessions demonstrates the effectiveness of targeted communications.
  - Three key engagement takeaways:
    1. **Short, sharp demonstrations are key to making the engagement as widespread and accessible as possible.** While many people are interested in receiving AED and CPR training, they are often time poor and don't have much free time to commit to long training sessions. Providing quick demonstrations ensures that more people have a baseline of knowledge that could save a life.
    2. **Working cooperatively with building managers, strata committees and strata management firms is essential to reach a wider network within the community.** Building and strata managers are highly trusted and well-known within a high-residential apartment complex. They have a strong understanding of the needs and profile of their residents and are able to provide insights into how to effectively communicate with residents.
    3. **Experiential learning through hands-on activities,** such as live demonstrations with AEDs and showing residents where they are located within the apartment buildings is important for building confidence and solidifying understanding of new skills.
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**Key search words:** Not-for-profit and health services, education and awareness campaign, survey, community BBQs, advisory committee, inform, consult and collaborate

## 1.0 Objectives

**Objectives:** To equip the Melrose Park residents with the necessary tools, education, understanding and confidence to be a first responder in the case of a cardiac arrest.

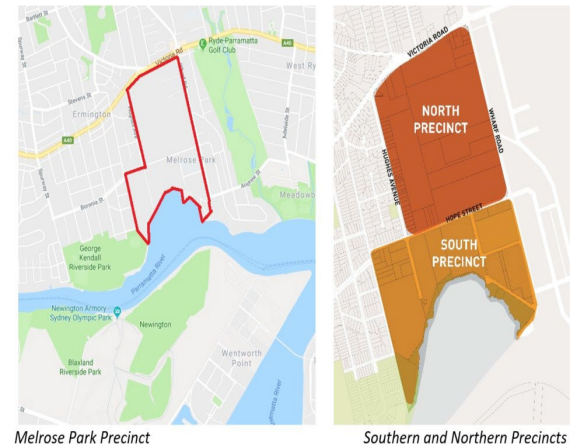
**Purpose:** While several AEDs have been installed in prominent locations within Stages One and Two of the Melrose Park residential complex, many residents needed to be made aware of what they are, how to use them and their importance.

**Scope:** Initially, BROOKS was engaged to design an engagement program to inform and consult with the community. However, as we developed the program, the opportunity arose to collaborate with community members by establishing an AED Advisory Committee.

Eighty per cent of cardiac arrests (over 30,000) happen out of hospitals each year. The average response time of an ambulance is 10 minutes (Sydney metro), and for every minute that passes, survival decreases by 10 per cent. Survival after an out-of-hospital cardiac arrest critically depends on bystanders' immediate administration of an AED. According to the 2017 NSW Government Rapid Literature Review on Public Access to Defibrillation, the most common barriers that prevent bystanders from taking action in an emergency situation included a lack of awareness of the benefits of defibrillation, lack of training and confidence on how to use an AED and a lack of awareness of the location of AEDs in public spaces.

A series of connected communications were used to **inform** and educate residents of the availability of AEDs throughout the development through alternative methods of communication suited to different learning styles (e.g. written, visual and experiential). Providing clear and consistent communication throughout the development increased the likelihood of residents adopting the message. Additionally, working with building managers to distribute messages to residents through their Building Link App increased engagement as communications from building managers were seen as a trustworthy source of information. Similarly, distributing flyers under each apartment door ensured they weren't lost in the mail and prevented them from being discarded as junk mail.

We gained vital insights about how to best engage the Melrose Park community through consulting with our key stakeholders. By understanding what the Melrose Park community would be responsive to, we adjusted



the program to ensure maximum response rates to the training initiatives, social events and education materials.

Furthermore, being time poor was identified as the biggest challenge to participation by the Melrose Park residents. As many residents work long hours, they are unable/unwilling to commit to lengthy training sessions in their free time. However, they noted they were open to attending short 15- to 30-minute demonstrations. As such, hands-on training in an informal setting with short 15-minute demonstrations provided residents with a baseline level of awareness and understanding of the importance of AEDs in increasing survival rates for cardiac arrest without the residents having to commit to a long formal training session.

Moreover, based on the feedback received from the one-on-one interviews, a social community BBQ would effectively connect residents. Providing residents with the opportunity to chat with each other during the demonstrations would help reinforce a sense of connectedness among residents and increase confidence.

Finally, we identified that many residents are Chinese or Korean and may require written and oral translation to increase levels of engagement. Multilingual content and translators were present at the community BBQ to increase engagement with the CALD communities.

BROOKS **collaborated** with key stakeholders to enhance the engagement program's reputation. Following the event, a follow-up email was passed via the building managers to all residents, thanking them for attending the event, providing a link to sign up for the sponsored accredited CPR training, and inviting them to join the advisory committee on AED awareness.

Moreover, the AED Advisory Committee invited key community members to share ideas and suggestions for the AED Awareness and Education program moving forward. By collaborating with key leaders within the Melrose Park community, BROOKS provided the community with a platform to hold ownership of the program and help develop strategies to increase further awareness in Melrose Park and the broader community.

## 2.0 Methodology

### Project governance

- **Regular Project Meetings** were held with MHF for BROOKS to provide community updates, discuss key takeaways from facilitated engagements, adopt learnings and discuss future strategies to achieve project goals.
- We maintained a **Community Engagement Log** throughout the project to ensure all correspondence is noted and responses are actioned in a timely manner.
- **FAQs** served as a guide as to how the community engagement team will respond to the community if such questions arise. The FAQs helped ensure that the engagement team is on the same page and consistently shares the same information with key stakeholders.

### Engagement methods

BROOKS designed and implemented multiple touchpoints to connect with residents and reinforce key messages regarding the significance of AEDs and the need to act quickly in emergencies. These initiatives worked cohesively to ensure that residents of Melrose Park were aware of:

- Where their nearest AED is located
- How to use an AED in an emergency situation
- How to recognise cardiac arrest and the actions required
- Who to reach out to for future training and information.

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**One-on-one interviews with key stakeholders** – BROOKS conducted 20 one-on-one interviews to seek out opportunities to collaborate and build partnerships with key community leaders and organisations.

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**Site visit** – A site visit was organised by BROOKS for NSW Ambulance officer and Inspector for Ryde, the building managers and Julie Hughes from MHF to walk through the Melrose Park development complex.



As a result of the site tour, additional street signage was installed around some of the buildings to ensure emergency departments can easily access the correct buildings without any time delays. Additionally, lock boxes were installed next to all security doors to hold a security FOB for emergency services to use to enter the building.

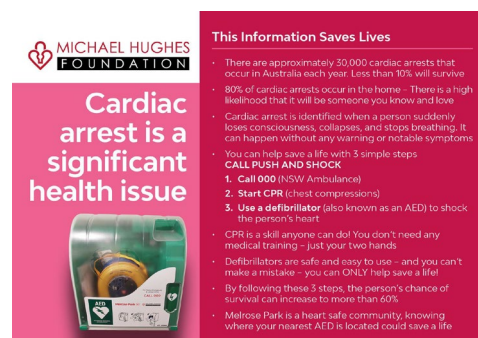
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**AED digital poll** – A digital poll was created to measure the awareness levels of AEDs and cardiac arrest symptoms before and after the campaign. The poll was available to residents in English, Mandarin and Korean. Building managers, David and Chester, distributed the link to all residents via their Building Link App.



**AED information flyer** – Postcard-sized laminated flyers with facts about cardiac arrests and a map of where the AEDs are located were distributed under every apartment door to inform residents of key statistics around cardiac arrests and the importance of acting quickly.



**AED mapping** – A map containing the location of the AEDs within OneMelrose and The Residences was created by BROOKS to ensure that all residents are informed of the location of the closest AED in relation to their home and of their location in a foyer, courtyard or publicly accessible park.



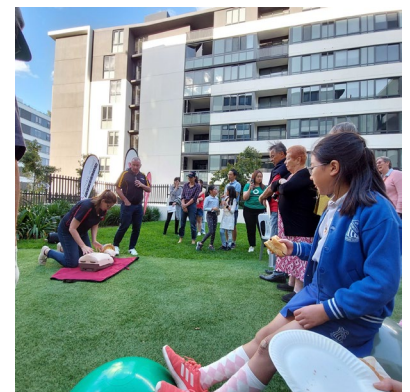
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**AED instruction poster** – An instructional A4 poster was created and displayed next to each AED informing readers of what to do in an emergency situation. The poster included a QR code with additional information. Additional posters were also distributed within the foyers and courtyards of Melrose Park.



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**Community BBQ events** - All residents of OneMelrose and The Residences were invited to attend a free community BBQ with live music, face painting and AED and CPR demonstrations. 130 people attended the BBQ at OneMelrose and another 155 people attended the BBQ at The Residences.



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**CPR & AED training** - Free CPR training was offered to Melrose Park residents following the community BBQ events, where a QR code was available for easy enrolment. Hosted at the Melrose Park Public School Hall, 32 people registered for the event and a total of 26 participants received training. Participants received a Statement of Attainment following their completion of the training. Three participants were unable/unwilling to provide a USI (unique student identifier) and were provided with a certificate of attendance.





**AED advisory committee** – The AED Advisory Committee was formed to collaborate with key community members who had expressed interest in brainstorming, sharing stories and contributing to the development of future engagement strategies for Melrose Park.

The first meeting was held in November 2022 and 13 members attended (additional residents expressed their interest in attending the next meeting).

The Advisory Committee has continued to meet regularly since the completion of the *Melrose Park AED Education and Awareness Program*. The second meeting was held in April 2023 and 15 members participated. The next meeting is scheduled to be held in August 2023.

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**AED awareness competition ‘Detect A Defib’** – A social media competition was implemented to encourage Melrose Park residents to look for and identify where AEDs are located within their community.

- The competition was promoted via local school newsletters to appeal to school-aged students and their families
- 18 AEDs were located in Melrose Park and surrounding areas
- Four community members won a prize.



Following on from this competition, the school principals of Ermington Public School, Melrose Public School and Marsden High School have agreed to work with MHF to provide students with 15-minute demos on how to administer CPR and use an AED.

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## Deliverables and timeframe

<b>Stage One: Creating Foundations for Effective Engagement</b>						
Deliverables	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Project Briefing						
Desktop Research						
Internal Meetings with Client						
Site Visits						
Community Pulse						
Stakeholder Database						
S.W.O.T Analysis						
Engagement Breakdown						
CE Plan V.1						
Communications Plan						
Site Activation Plan						
CE Plan V.2						
<b>Stage Two: Building Relationships, Connection &amp; Community Partnerships</b>						
Deliverables	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
One-on-ones with Stakeholders						
Engaging with CALD Communities						
Establishing the Melrose Park Heart Safe Community Group						
<b>Stage Three: Delivering Strategic Communications</b>						
Deliverables	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Community FAQs						
Social Media Content						
Factsheet/Flyers						
Defibrillator Mapping						
Digital Polling Translated into Korean and Mandarin						
<b>Stage Four: Creating Sustainable Placemaking &amp; Community Activations Programs</b>						
Deliverables	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Site Visit by NSW Ambulance						
Community BBQ OneMelrose and AED/ CPR Demonstrations						
Community BBQ The Residences and AED/ CPR Demonstrations						
CPR Training						

Creation of AED Advisory Committee (ongoing)						
Detect A Defib Competition						
<b>Stage Five</b> <b>Ongoing Monitoring Reporting &amp; Evaluation</b>						
<b>Deliverables</b>	<b>JULY</b>	<b>AUGUST</b>	<b>SEPTEMBER</b>	<b>OCTOBER</b>	<b>NOVEMBER</b>	<b>DECEMBER</b>
Updating Engagement Log, Stakeholder Database & Pulse						
Regular Project Meetings with Project Management Team						
Final Engagement Report						

## Alignment with IAP2 Core Values for the practice of public participation

IAP2 Core Values	Example of how this was considered in the design of your project methodology
1. Public participation is based on the belief that those who are affected by a decision have a right to be involved in the decision-making process	BROOKS developed a strategy to identify key stakeholders, research demographics and develop an understanding of the Melrose Park area thoroughly prior to engaging with residents. This approach ensured we had the necessary information required for a successful community engagement program inclusive of the CALD communities.
2. Public participation includes the promise that the public's contribution will influence the decision	We gained key insights by connecting with our key stakeholders. By understanding what the Melrose Park community would be responsive to, we adjusted the program to ensure maximum response rates to the training initiatives, social events and education materials.
3. Public participation promotes sustainable decisions by recognising and communicating the needs and interests of all participants, including decision-makers	<p>When an area is redeveloped or planned for urban renewal, it is vital to ensure the original residents/business owners feel respected and a part of the future planning of the community.</p> <p>The engagement team regularly communicated with key stakeholders from the new development and existing residents of Melrose Park to ensure division throughout the community doesn't occur. The majority of the AED advisory committee are original Melrose Park residents.</p>
4. Public participation seeks out and facilitates the involvement of those potentially affected by or interested in a decision	<p>We developed various communications for the community to access, including providing the contact details of the community engagement team.</p> <p>Further, providing multiple touchpoints, such as one-on-one meetings, email communications, flyers, posters, QR codes and events, ensured that participants had ample opportunities to get involved.</p>
5. Public participation seeks input from participants in designing how they participate	Through our one-on-ones, we established a committee to gather information, ideas and suggestions for the program moving forward. Key leaders within the Melrose Park community joined together to brainstorm, share stories and contribute to the live-saving awareness campaign of how this program can be adapted to other residential communities.

6. Public participation provides participants with the information they need to participate in a meaningful way	<p>Creating multilingual content and the presence of translators at events and demonstrations ensured that the CALD communities could meaningfully participate in the program.</p> <p>Moreover, we organised a meeting with the MHF trainer and the translators before the community BBQ to ensure that the translators were aware of the content and had the opportunity to ask questions before the event. This meeting enhanced the translators' effectiveness as there was a clear understanding by all parties before the BBQ.</p>
7. Public participation communicates to participants how their input affected the decision	<p>One-on-one meetings with key stakeholders substantially shaped how we implemented our initiatives. For example, we had initially planned to host hour-long training sessions. However, after speaking with the residents and building managers, we learnt that having quick demonstrations would be more effective. We had also planned to do letterbox drops with crucial information about AEDs and cardiac arrests. After speaking with the building managers, we changed our approach and placed flyers underneath apartment doors instead.</p>

### 3.0 Manage engagement

#### Specific challenges and how we responded

Challenges	Response
Previous attempts to connect with residents for free CPR training were unsuccessful due to very low levels of interest and enrolment numbers	<p>Through our one-on-one meetings with key stakeholders, we identified that lack of time was a significant barrier to participation for many residents. In response to this insight, we modified our approach to reserving accredited training sessions for those who are really interested.</p> <p>Instead, we hosted two informal community BBQs, where residents could come and go as they pleased and had the opportunity to connect with the other residents. This event allowed us to provide a low-commitment option for residents to see where the AEDs are located, watch a short demonstration and ask any questions they may have about cardiac arrest and how to respond.</p> <p>Furthermore, we used the BBQ event to raise awareness for the upcoming AED/CPR training and provided QR codes throughout the event to encourage attendees to sign up on the spot.</p>
Residents working long hours and being time poor	<p>Providing short, 15-minute demonstrations allows residents to participate without committing to hour-long training sessions. This approach gave the program a wider reach as more people were provided with a baseline level of knowledge. On top of that, for those interested and who had the time, we invited them to attend free accredited AED/CPR training after the community BBQ.</p>

Reaching the CALD communities	We successfully identified and communicated effectively with the CALD population living in Melrose Park by creating multilingual content and using Mandarin and Korean translators at community BBQ events. By creating inclusive, engaging and culturally sensitive materials that specifically targeted the Melrose Park community, we increased levels of engagement with the CALD communities.
Difficulty reaching and engaging with all identified community and stakeholder groups	The BROOKS engagement team provided multiple contact channels, such as phone numbers, email and events to reach all interested stakeholders. Additionally, contact details of the community engagement team were provided to all stakeholders so that they could find out more information, raise any questions or concerns they have or become more involved.
Creating an 'Us' vs 'Them' divide between new and former residents	We regularly communicated with key stakeholders from both new development and existing residents. Further, we invited existing residents in Melrose Park to join the AED Advisory Committee, ensuring that all residents had ample opportunities to participate in the program and feel connected with the new residents.
Strata deciding cost of AED/CRP is too expensive and removing MHF equipment from building	We educated the residents in Melrose Park about the importance of CPR/AED training, heart health and the benefits of creating a Heart Safe community. We also engaged with strata committee members to ensure they were informed, consulted and involved in the program.
Cost of running the program	PAYCE and Sekisui House.



## 4.0 Outcomes, impact and insights

### Reflection and evaluation of engagement

The Michael Hughes Foundation's Education and Awareness Program in Melrose Park has been a resounding success, thanks to the support and participation of the Melrose Park community. BROOKS conducted a thorough needs assessment of the culturally diverse communities in Melrose Park, providing multiple opportunities for CALD stakeholders to engage in the program.

The program has provided education and training for the community, which has led to a better understanding of the importance of AEDs and CPR education and the role that everyone can play in the event of a sudden cardiac arrest. The Melrose Park community has been engaged and supportive throughout the program, with several members actively participating in an AED Advisory Committee.

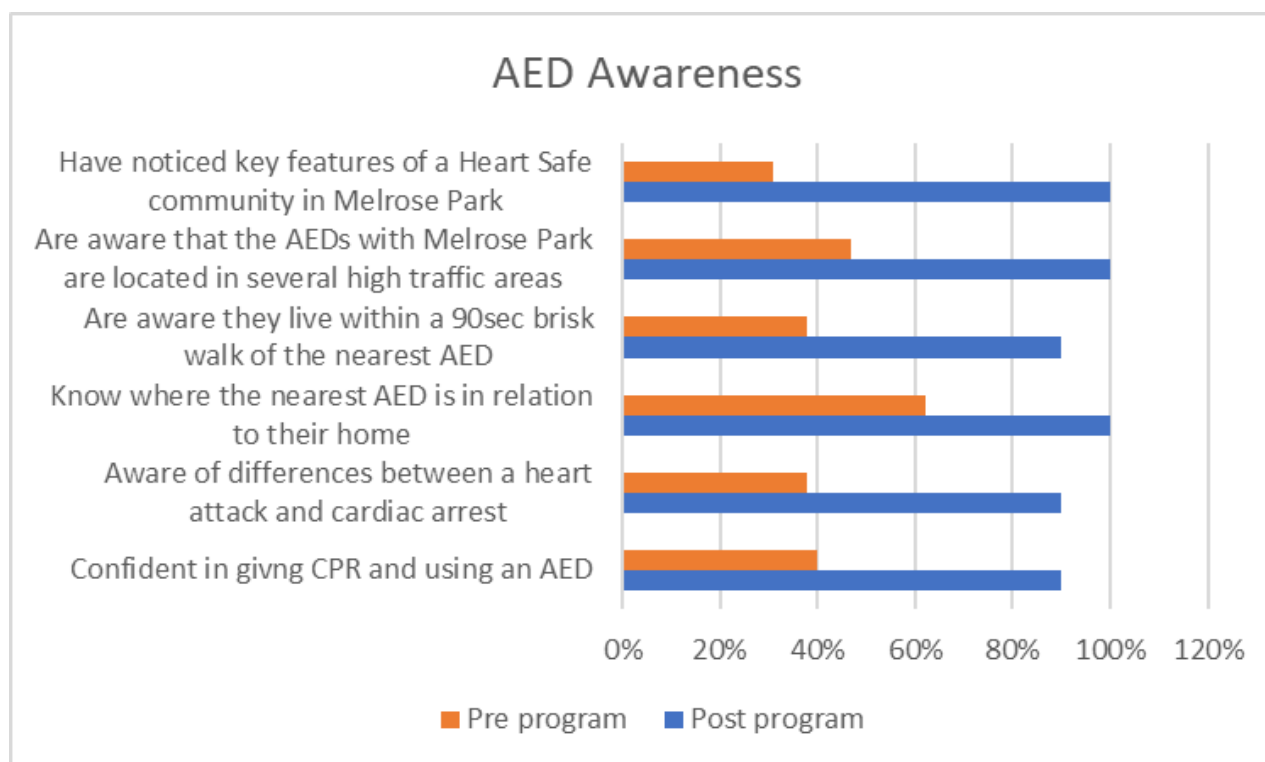
BROOKS is proud of the program's success and positive impact on the community and looks forward to continuing this work so other Australian communities benefit from this program and work together to be a Heart Safe community.

### Impact:

#### *Increased community awareness and confidence*

As a result of the Program, out of the people that responded to the online digital poll:

- 90% said that they are/would be confident in giving CPR and using an AED in their home (compared to 40% at the start of the program)
- 90% were aware of the differences between a heart attack and a cardiac arrest (compared to 38% at the start of the program)
- 100% know where their nearest AED is in relation to their home (compared to 62% at the start of the program)
- 90% are aware they live within a 90-second brisk walk of the nearest AED (compared to 38% at the start of the program)
- 100% are aware that the AEDs within Melrose Park are located in several high-traffic areas (compared to 47% at the start of the program)
- 100% have noticed key features of a Heart Safe community in Melrose Park (compared to 31% at the start of the program).



### Innovation and uniqueness

This project advances knowledge or practice as it is the first community engagement project to inform people how to use defibrillators in an apartment complex. Moreover, this project highlights an opportunity to create a standardised best practice model for installing AEDs and implementing awareness campaigns in high-density residential complexes. As such, the successful *MHF AED & CPR Education and Awareness Program* provides an efficient blueprint for future engagement strategies relating to awareness campaigns in high-density residential complexes.

This project demonstrated the importance of working cooperatively with building managers, strata committees and strata management firms to reach a more comprehensive network within the community. Building managers and strata networks can provide unique insights into the particular needs of a residential community, further increasing the program's likelihood of success. Due to their highly influential position within the community, it is essential to connect and build positive relationships with building and strata managers as they can increase the social capital of the engagement.

Finally, this case study provides a best practice model for effectively engaging with CALD communities and raising awareness for cardiac arrest within diverse communities. We identified that Melrose Park has a very high CALD population and that developing inclusive, engaging and culturally sensitive materials specifically targeting the Melrose Park community was crucial to the program's success. Further, the availability of translators at the community BBQ and during the live AED demonstrations increased participants' ability to engage with the content meaningfully.

## Evidence about levels of participation, stakeholder and organisation satisfaction



"The Brooks team, from the outset, shared our passion for this piece of work and worked alongside us to deliver a successful program. They were hands on, down to earth and very active in each of the activities of the program. We are pleased that we will continue working with the Brooks team to enhance our program throughout 2023 and across the future completed stages of this development."

**Julie Hughes**

*MHF Founding Director & Executive Manager*  
23.04.2023

"Recently I attended an awareness session on the use of AED in our community hosted by the MHF... Incredibly, this new found knowledge came in hand only a week and a half later, when I was at work. Whilst in a meeting, a colleague starts displaying some of the classic symptoms of heart attack. Chest pain, sweating, blood pressure issues, etc. Our team immediately sprung into action, stabilising the patient and calling the ambulance.

As a result of my training at the BBQ demo, I had made it a priority to know where the AED was in our building and so my role was to quickly get the AED and have it ready to go. Fortunately in the end the incident was not a heart attack and the patient is fine, but my new-found confidence with the AED was really helpful in the situation.

I have subsequently successfully completed a CPR course and now feel that I can contribute positively if this situation arises again."

**Graham Honeyman**

*OneMelrose Resident*  
18.11.2022

"I really enjoyed the session, I found it very informative and engaging. The training sessions facilitator was awesome, he explained things very well and I liked how he had stories to share of his own experiences as a paramedic.

The trainer was also very personable and helped out everyone as a group and individually when we were practising CPR on the manikins. I am glad I went to the session and if other complimentary sessions were promoted within Melrose Park, I'd encourage people to attend"

**David Choe**

*OneMelrose Resident*  
1.12.2022

"Thank you for inviting me to be part of the Melrose Park AED advisory committee. It was great to meet such great people last week and to share ideas on future planning for the future of the program. I am excited to continue to be involved."

**Jane Montgomery**

*AED Advisory Committee Member*  
29.11.2022

"Thanks again for the amazing effort you have made for the community of Melrose Park new development. I am sure the defib group will be growing bigger once the new stages of development complete!"

**Chester Ji**

*Building Manager OneMelrose*  
25.11.2022

**Acknowledgements and to find out more:**



We would like to thank the Michael Hughes Foundation for agreeing to share this case study and insights to advance engagement practice. After June 30 2023, the Michael Hughes Foundation will merge with the Heart of the Nation (HOTN), strengthening the organisational capacity of both charities to increase community awareness and education of cardiac arrest across Australia.

This case study was authored by Lance Brooks, co-authored by Danielle Davis and Angela Dela Cruz, and reviewed by Jack Brooks and Adriana Pielak.

At the time of publishing, Lance Brooks was the Managing Director at BROOKS Community Engagement, Danielle Davis was employed as a Community Engagement Coordinator and Angela Dela Cruz was employed as Communications and Research Officer. Jack Brooks was employed as Senior Project Facilitator and Community Development and Adriana Pielak was employed as a Community Engagement Consultant.

**To connect with the authors:**

- Lance Brooks – <https://au.linkedin.com/in/lance-brooks-a532377b>
- Danielle Davis – <https://www.linkedin.com/in/danielle-davis-61604a66/>
- Angela Dela Cruz – <https://www.linkedin.com/in/angela-dc/>

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