

Support for people who have provided or witnessed CPR - Social Media Toolkit (January 2026)

What is the support service?

In partnership with the Scottish Ambulance Service, we launched a dedicated support service in 2023 for anyone who has performed CPR or witnessed someone receiving CPR.

These events can leave a lasting emotional impact - even if they happened years ago. That's why we're here.

People affected can call the Chest Heart & Stroke Scotland Advice Line, staffed by trained healthcare professionals who offer support, guidance, and a friendly, listening ear to help people process what they've experienced.

Emergency responders - including paramedics, police, and firefighters - are also handing out wallet-sized cards promoting the service to people at the scene of an incident.

In addition to on-the-ground promotion, reaching people online is vital - so we're asking for your support to help raise awareness via social media.

Campaign Activity

Our main campaign activity will run from Monday 19th January for four weeks which will include media activity, social media promotion and internal bus posters across Tayside and Strathclyde.

We'd greatly appreciate partner support on the following dates by posting on your organisation social media channels or sharing our content throughout the 4 week period.

- **Monday 19th January** – launch day (priority for awareness)
- **Mid-campaign (early Feb)** – second wave of content
- **End of campaign (w/c 12th February)** – reminder post

Provided Social Media Assets

Within the toolkit, you'll find a range of social media graphics, including:

Images:

- Facebook/Instagram Story options
- Square graphics – suitable for Facebook, Instagram, LinkedIn and X
- Instagram post graphics

- X/Twitter Landscape Post
- Facebook Landscape Post

Mentions:

We'd love you to tag us to help increase reach.

- Tag our official accounts on all relevant platforms:
 - Instagram: @chsscotland
 - Facebook: CHSScotland
 - X/Twitter: CHSScotland
 - Bluesky: @chsscotland.bsky.social
 - TikTok: CHSScotland
 - LinkedIn: CHSScotland

Copy and Messaging:

Key messaging:

- Taking action in an emergency can leave a lasting impact. If you've witnessed or performed CPR – even if it was years ago – support is available.
- “I think about it all the time.” If you've ever witnessed or performed CPR, you're not alone - support is here.

The campaign will feature stories from people who have performed CPR, a cardiac arrest survivor, frontline clinicians, and members of our Advice Line team - sharing lived experiences and reminding people that support is available, no matter when the event happened.

We have provided some suggested copy below for your convenience. You are free to personalise it to align with your tone.

Post 1 example:

Taking action in an emergency can leave a lasting impact.

If you have witnessed or performed CPR – even if it was years ago – support is available.

@CHSScotland free, confidential Advice Line is ready to listen, offer support and help you process what you've been through. Call freephone 0808 801 0899, text ADVICE to 66777 or email advice@chss.org.uk

chss.org.uk/provided-cpr

Post 2 example:

“I think about it all the time.”

When someone gives or witnesses CPR, it can leave a lasting impact - even long after the event.

Chest Heart & Stroke Scotland's free, confidential Advice Line offers support to help people process what they've been through – whether it happened yesterday or years ago.

Call freephone 0808 801 0899, text ADVICE to 66777 or email advice@chss.org.uk
chss.org.uk/provided-cpr

Post suitable for WhatsApp groups:

Witnessed or given CPR? You're not alone. Chest Heart & Stroke Scotland's free, confidential Advice Line is here to support you. chss.org.uk/provided-cpr

Landing page:

<https://www.chss.org.uk/provided-cpr>

Questions?

If you have any questions or need the assets in a different format, please contact:
lucy.ayre@chss.org.uk

Thank you so much for your support - every share helps ensure that people affected know that they're not alone, and that support is just a phone call away.