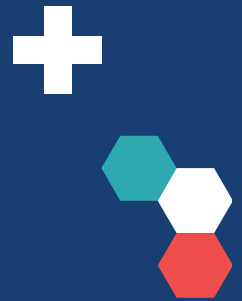


# Social deprivation and public attitudes in North East England and North Cumbria towards bystander cardio pulmonary resuscitation (BCPR).



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# The Team



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NHS Foundation  
Trust

Karl Charlton  
Laura Blair  
Graham McClelland  
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**Newcastle  
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Steph Scott

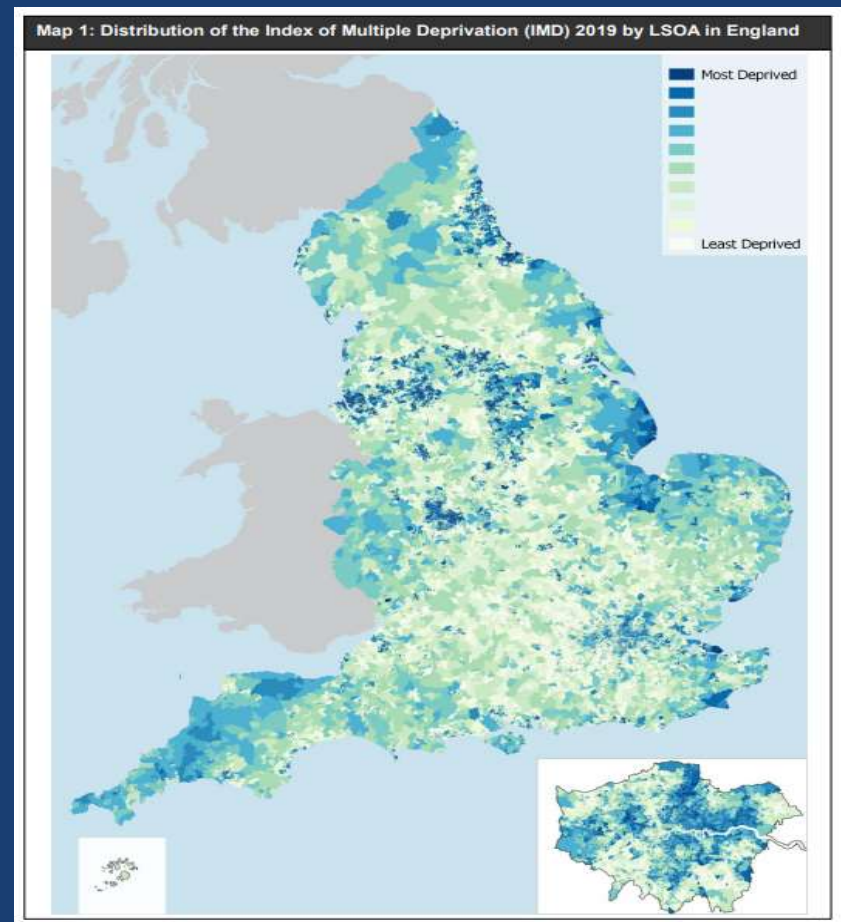
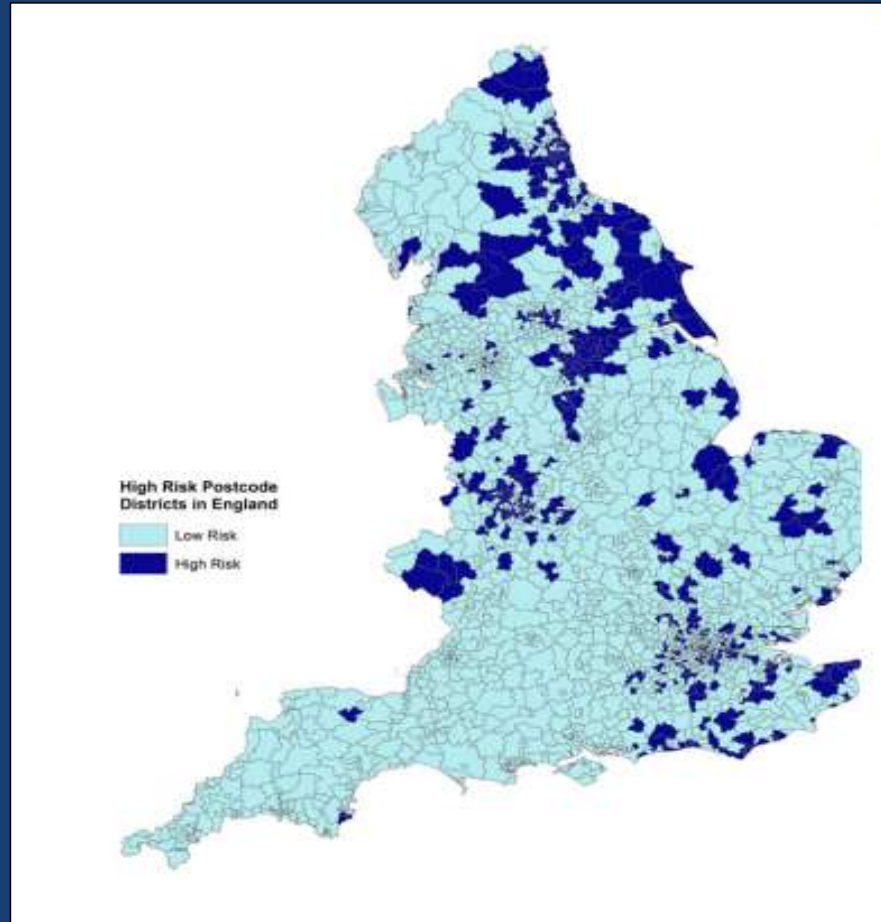
University of  
**Cumbria** 

Tom Davidson



Barry Cook

# Recap of the study







[Home](#) > [News](#) >

## Research project aims to explore CPR inequality in the North East and Cumbria

### Research project aims to explore CPR inequality in the North East and Cumbria

A new research project looking at why people in the North East and North Cumbria are less likely to give – or receive – life-saving CPR will be starting later this year.

When a person goes into cardiac arrest, their heart has stopped beating and it cannot pump blood to the brain, lungs and other organs. Within seconds of a cardiac arrest, a person will become unconscious and unresponsive, and immediate cardiopulmonary resuscitation (CPR) is required to save their life.

Members of the public have a vital role to play in improving someone's chance of survival by recognising a cardiac arrest, calling for help, beginning CPR and using a publicly accessible defibrillator before the arrival of a paramedic.

However, despite the North East and North Cumbria having a higher number of cardiac arrests happening in the community compared to other parts of the country, statistics show that if you have a cardiac arrest outside of hospital in our region, you are less likely to receive CPR and therefore less likely to survive.

The research team at North East Ambulance Service (NEAS) has secured £50,000 in funding from the [National Institute of Health Research \(NIHR\) Applied Research Collaboration \(ARC\) for the North East and North Cumbria \(NENC\)](#) to undertake a 12-month project, to better



**NEAS Research & Development** @NEAS\_Research · Aug 5, 2021

We are out and about today in Brambles Farm and Newport, Middlesbrough asking the public their thoughts on bystander CPR for our @NIHR\_ARC\_NENC funded research study. If you see these two, please pop over, say hello & complete our survey #NEASResearch @NEAmbulance



NEAS and 3 others



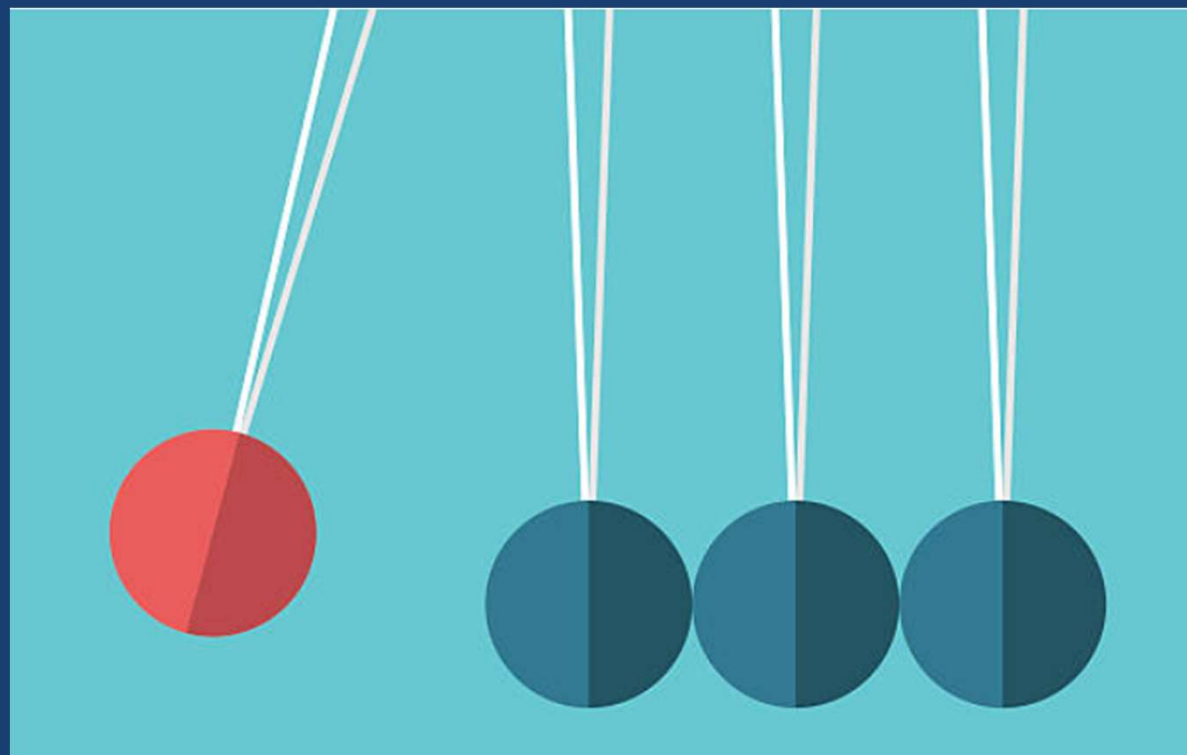
**NEAS Research & Development** @NEAS\_Research · Oct 7, 2021

Enjoying some time out in the sticks today. Coming from Middleton Teesdale to Cockfield then on to Heighington, Crook & Spennymoor asking people about bystander #CPR for our #Research study #NEASResearch @NEAmbulance



NEAS and 4 others

IMPACT



Thank you  
Any questions?

