

British Heart Foundation mobilises lobbying effort

Business need

In 2011, a poll of more than 2,000 adults across the UK showed 81 per cent of people thought everyone should know basic first aid but just half of those surveyed felt confident they would be able to help if someone collapsed in front of them. Lives are at risk because 64 per cent of people fear 'responsibility' of learning first aid.



The solution

A campaign lobbying to get Emergency Life Support Skills taught to children in school in order to raise the number of people able to provide simple medical assistance in an emergency situation.

In what is believed to be a mobile "first", we created a mobile internet petition site for the British Heart Foundation.

The site (<http://lifesaving.bhf.org.uk>), went live at the beginning of October, 2011, and was used to support the campaign to lobby Government to get every young person knowing how to save a life before leaving school.

By adding a mobile-optimised site to the campaign, BHF hoped to capitalise on the increasing trend for people to access information from their phones, when prompted by seeing posters or other advertising, rather than relying on waiting until they get to a desktop computer – and then remembering to access the website.

Functions

- Mobile website
- QR code
- Alerts
- Enterprise messaging
- Reporting & Analytics

