

## **“2019 Round up” alt text, image description and plain text:**

### **Alt text/Image description:**

The image is an infographic designed to share what Save A Life for Scotland got up to in 2019. The background is blue and purple. It is divided up into a banner at the top and bottom and eight smaller boxes in the middle. Each of these boxes have text in them about what has happened.

### **Plain text:**

Save a life for Scotland 2019 rewind.

- Target achieved one year ahead of schedule! 500,000+ people equipped with CPR skill
- Restart a heart day - 291,645 were taught to save a life in the UK
- A YouGov survey shows Scotland's willingness to perform CPR is HIGHER than the UK averages.
- "ANY CPR BEATS NO CPR"
- The only non-marketing agency to get shortlisted as a finalist for a Marketing Society Star Awards
- WINNER of the Towards 2020: Taking Care to the Patient at the Scottish Ambulance Awards
- CLOSING the GENDER GAP Working with the First Ministers National Advisory Council on Women and Girls
- CPR awareness and fun at the CommonHEALTH Games partnering with Team Scotland & Sportscotland
- All Scottish local authorities committed to teaching CPR skills to every secondary school student
- Lives SAVED with CPR and new installations of Public Access Defibrillators in the community

Well done to all of the Save a Life for Scotland partners and supporters for an exceptional year. Looking forward to seeing what we can achieve TOGETHER in 2020!