



## Royal Mail uses parcel lockers to raise awareness of life saving CPR training

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Royal Mail is helping to save lives by using its parcel locker network to raise awareness of CPR training. This is part of wider partnership with the British Heart Foundation (BHF) which has so far seen Royal Mail raise £1m for community defibrillators.

The first CPR awareness parcel locker is now live in East Ham, London, and hundreds more will be rolled out this year.

The locker features the BHF logo and a QR code with the message 'scan to learn CPR in 15 minutes.' The QR code takes users to the RevivR home page, the BHF's free online course which teaches people how to perform CPR in just 15 minutes.

Royal Mail launched its own parcel locker network in December to meet growing demand for convenient parcel drop-off and collection options from online shoppers and growing numbers of people selling on secondhand marketplaces.

The lockers provide label printing, meaning customers simply need to pay for postage online and print the label by scanning a QR code at the locker, or request a QR code if they are returning a purchase.

The new initiative to spread the lifesaving education is part of Royal Mail's wider partnership with BHF, which focusses on both fundraising and CPR training.

There are over 30,000 out-of-hospital cardiac arrests every year in the UK. Tragically, less than one in ten people survive, a statistic the BHF is determined to improve by giving everyone the opportunity to learn CPR.

Every minute without CPR and defibrillation reduces the chance of survival by up to ten per cent. Giving CPR promptly and using a defibrillator can more than double someone's chance of survival.

More than £1 million has already been raised by Royal Mail employees, funding hundreds of defibrillators in community locations.

Greg Sage, Director Corporate Affairs & ESG at Royal Mail, said: "Our parcel lockers are making it easier for our customers to send



their parcels, and now they are helping to deliver something even more valuable - life-saving knowledge. By working with the British Heart Foundation to bring quick, accessible training to communities across the UK, we hope to make a real difference."

Estelle Stephenson, Head of Health Partnerships and Community Resuscitation at the British Heart Foundation (BHF); said: "RevivR is a really easy way to learn a lifesaving skill – all you need is your mobile phone and a firm cushion. In just 15 minutes

you learn how to recognise a cardiac arrest, with personalised feedback to build confidence in CPR and using a defibrillator.

"CPR saves lives and it's fantastic to see our brilliant partners like Royal Mail are helping us make sure even more people have the skills they need to save a life. Far too many of us will witness a cardiac arrest in our lifetime, and it could happen to someone you love. Take the few minutes to learn or brush up your skills. It could help you save a life."

Source: [International Distribution Services](#)