



Heartbeat Heroes Project 2025

Tuath Housing | Community Engagement Team



"A nationwide community engagement project bringing life-saving defibrillators and CPR training across Ireland."

A large orange geometric graphic in the bottom right corner, consisting of several overlapping triangles and squares.

Introduction

Tuath Heartbeat Heroes is a pioneering, national, resident-centred community safety initiative delivered by Tuath Housing's Community Engagement Team. The project was developed following a life-saving incident in one of Tuath's housing schemes, where a defibrillator installed in a scheme in Cork was successfully used during a medical emergency. This experience highlighted the critical importance of timely access to defibrillators and resident awareness of how to use them. It became the catalyst for expanding access and training across more communities.

The project combines the installation of life-saving defibrillators (AEDs) with accessible CPR and AED training, empowering residents to respond confidently in emergency situations while strengthening community cohesion and wellbeing.

Delivered between January and November 2025, the project installed defibrillators across **10 housing schemes nationwide**, supported by community-led launch events, awareness campaigns, and free training sessions in familiar local settings. The inclusive design of the programme ensured participation from residents of all ages and abilities, many of whom had never previously received CPR training.

Over **100 residents** received hands-on training, and a national post-installation survey gathered feedback from **233 residents**. Findings demonstrate strong social impact, with **88% of residents reporting that they feel safer knowing a defibrillator is available in their community**.

Beyond emergency preparedness, Heartbeat Heroes has delivered lasting social value. Residents reported increased confidence, reduced anxiety about medical emergencies, and stronger connections with neighbours. Defibrillators have become visible symbols of safety, solidarity, and collective care within schemes.

The project provides a strong, scalable model for future wellbeing and safety initiatives. Plans for 2026 include expansion to additional schemes, refresher training, and the development of Community First Responder Champions to ensure long-term sustainability.

Number of Schemes: 10

Project Duration: January – November 2025

Number of Residents: 100 achieved AED training



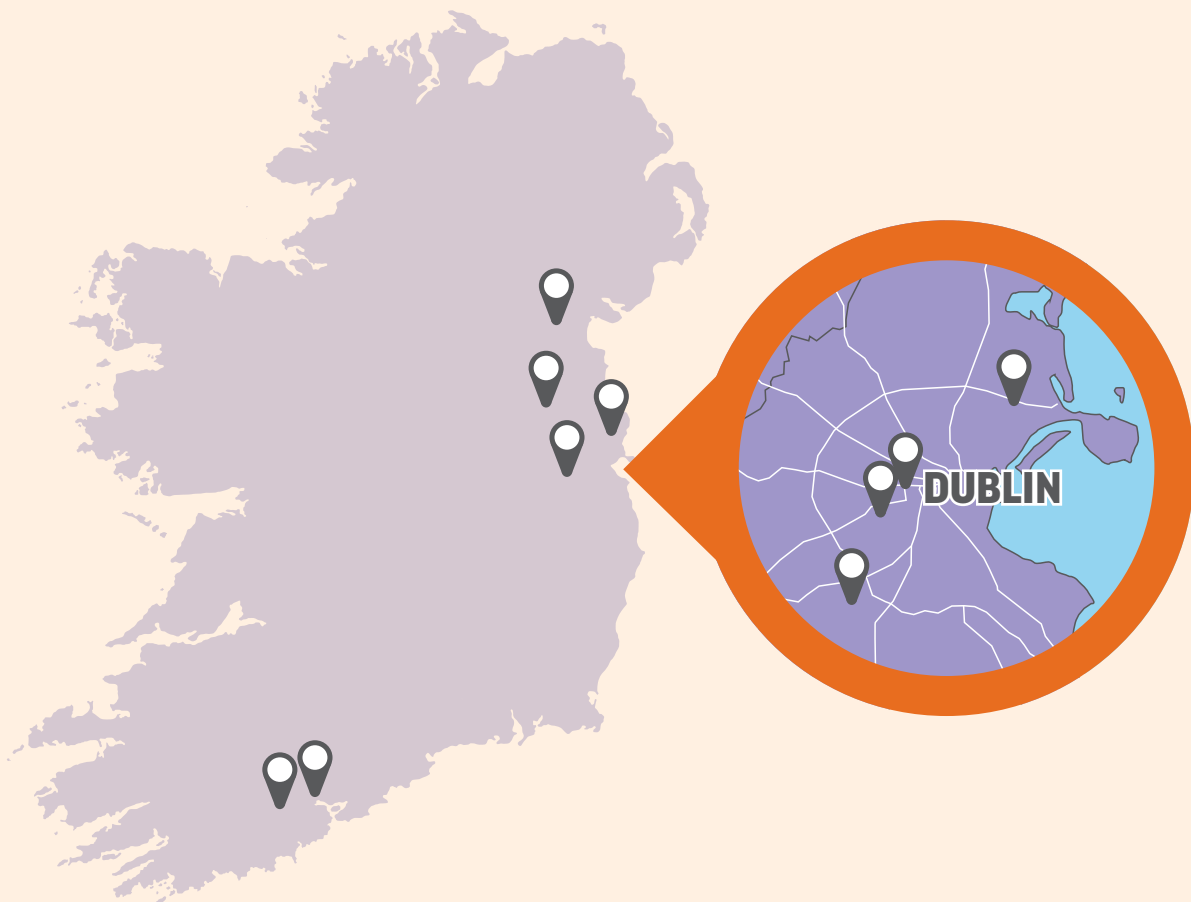
Core Elements:

- Installation of public-access defibrillators in each scheme
- Free CPR and AED training sessions for residents
- Awareness campaigns on recognising cardiac emergencies
- Resident feedback and impact assessment to measure success

Participating Schemes

DeVerdon Place, Dublin 17
Grand Canal, Dublin 8
Raleigh Court, Dublin 12
Cuil Duin, Dublin 24
Dunville, Navan, Co. Meath

Castleross Retirement Village, Monaghan
Josephine McCoy Mews, Cork
Madaville Place, Cork
Whitethorn, Kildare
Kilhedge, Lusk, Co. Dublin



Community Engagement and Resident Training:

Each installation became a community engagement event with residents, Housing Officers, and staff members coming together to celebrate the installation of each defibrillator, learn how it works, and take part in practical CPR training.

Over 100 residents across the 10 schemes gained hands-on skills and knowledge through

certified training sessions. For many, it was their first experience learning how to save a life.

Survey Results Summary

A national resident survey gathered **233 responses** from participating schemes to evaluate the initiative's impact on awareness, safety perception, and interest in training.

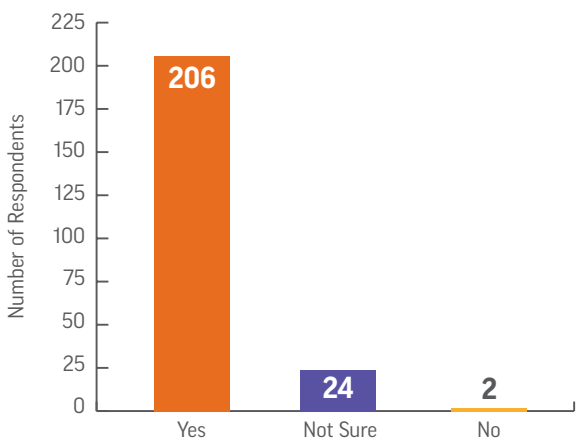
Key Findings

Respondents were asked whether having a defibrillator in their community would make them feel safer?

Results:

- Yes: **206**
- Not sure: **24**
- No: **2**

Feeling Safer with a Defibrillator

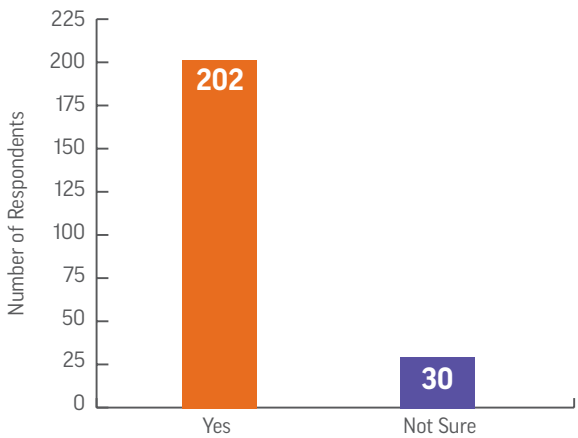


Do respondents know where the nearest defibrillator is located?

Results:

- No: **202**
- Yes: **30**

Awareness of Nearest Defibrillator

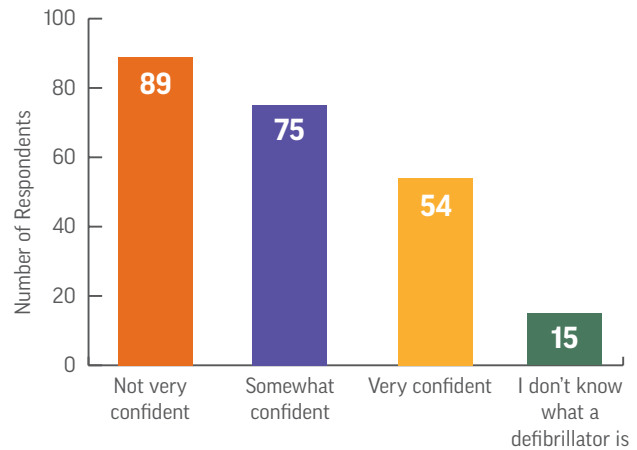


Respondents were asked how confident do they feel about using a defibrillator before the training?

Results:

- Not very confident: **89**
- Somewhat confident: **75**
- Very confident: **54**
- I don't know what a defibrillator is: **15**

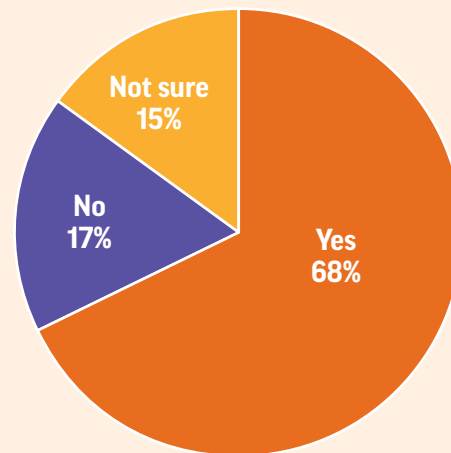
Confidence using defibrillator



Are respondents interested in participating in training?

Results:

- Yes: **68%**
- No: **17%**
- Not sure: **15%**



Highlights

88%

of residents said they would feel safer with a defibrillator in their community.

68%

expressed interest in attending CPR/AED training.

87%

did **not** know the location of their nearest defibrillator before this project – showing a clear need for improved visibility and education.

Social Value & Impact

The *Heartbeat Heroes Project* extends far beyond emergency preparedness, it has created lasting social value and strengthened community wellbeing through collective action and shared purpose.

Key Outcomes

- Rapid access to AEDs can increase survival chances by up to **70%** when used within the first three minutes of cardiac arrest.
- Each device now serves **hundreds of residents and visitors annually**, offering reassurance and readiness within each community.
- **Over 100 residents** are now trained and confident community responders.
- Participants reported feeling **empowered** to assist in emergencies and to pass their learning on to others.
- The initiative strengthened **trust, community pride, and collective responsibility** between residents and Tuath Housing.
- Residents report a **renewed sense of belonging**, connection, and mutual care within their schemes.

How We Generated Social Value

- Improved **health & wellbeing** by increasing awareness of cardiac health, early response, and lifesaving actions.
- Built **education & skills** through practical CPR and AED training, including intergenerational learning involving older residents, families, and young adults.
- Strengthened **community safety & cohesion** by placing visible, reassuring AEDs in key locations – symbolising care, preparedness, and solidarity.
- Encouraged **collaboration** between residents, staff, and emergency services, embedding community responsibility and participation.

Overall Social Impact

Communities now benefit from:

- **Empowered, informed residents** capable of taking life-saving action
- **Greater confidence** in Tuath Housing's commitment to wellbeing and safety
- **Enhanced trust and connection** between residents and staff
- **A sustainable platform** for future health, safety, and education projects
- **A stronger sense of place, belonging, and mutual care**

Conclusion

The *Heartbeat Heroes Project* has become a symbol of what community engagement can achieve when innovation, compassion, and action meet.

By blending education, safety, and empowerment, Tuath Housing has built more than safer communities – it has built communities that care for one another. Every defibrillator installed is a beacon of hope, every training session a step toward saving a life, and every resident who participated – a *Heartbeat Hero*.

Resident feedback reinforced the inclusive impact of the initiative:

"It's a fantastic resource to have in the building – hopefully never needed but great to know it's there"

"The training gave me the confidence to help someone in an emergency."

"Knowing there's a defibrillator nearby gives peace of mind to every family."



Beyond emergency preparedness, Heartbeat Heroes strengthened community cohesion and wellbeing. Residents reported increased confidence, reduced anxiety, and stronger neighbourly connections. Defibrillators have become visible symbols of safety and solidarity, reinforcing a shared sense of belonging and responsibility.

By combining equipment, training, and resident involvement, Heartbeat Heroes proves that local projects can make a real difference and help communities feel safer, stronger, and more connected.

Acknowledgements

Tuath Housing wishes to sincerely thank all residents who participated in the Heartbeat Heroes initiative for their engagement, enthusiasm, and commitment to community safety. We would also like to thank Housing link for connecting the devices at no cost which maximized social value on this project.

We are also grateful to the Owners' Management Companies and Tuath Housing staff for their cooperation and support in facilitating this project. This collective effort has ensured life-saving equipment is accessible at the heart of our communities and reflects the power of partnership in strengthening health, safety, and wellbeing.





The font size in this publication has been increased as part of Tuath Housings commitment under the Age Friendly Ireland Business Recognition Programme.

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