

Would you know what to do if a baby stopped breathing?

Employer: Pentland Active

Area: Sunderland

Theme: Save a Baby's Life



Pentland Brands HQ North East, which houses the Berghaus brand teams and the Speedo, Canterbury and Mitre customer service, supply chain and finance teams are part of the North East Better Health at Work Award (BHAWA).

We are currently working towards Continuing Excellence Plus status, by building an events and workshop programme that helps our employees gain skills and knowledge that could one day save a life.

Earlier this year, Speedo, which is based in the Pentland Brands Nottingham HQ supported the Royal Life Saving Society (RLSS) and the UK's Drowning Prevention Week. We also ran 'Save a Baby's Life' workshops across all of the Pentland Brands' UK sites so that the workshop was open to all staff.

Drowning is the third highest cause of accidental death of children in the UK - it was



therefore an important issue to both raise awareness in and equip our staff with the skills to prevent potential loss of life.

'Save a Baby's Life' workshops are designed for anyone who cares for a baby – be it they are parents, grandparents, guardians, friends, babysitters or even older siblings. The session covers basic emergency action skills in the event that a baby stops breathing through choking or drowning. Staff were trained in the following areas: infant life support (CPR), infant choking (diagnosis and treatment) and infant drowning (diagnosis and treatment).

Fourteen members of staff took part in the very interactive and informative first session. Staff were given the opportunity to put what they been taught into practice and performed CPR on infant models. Feedback from staff included:

"This was much harder than we first thought, and we soon realised that doing compressions on an infant child was difficult as you felt that you would hurt the child by pressing on them. But for it to be effective - you had to push hard on the chest"

"Having recently returned from maternity leave this course was invaluable to me. I now have some knowledge and skills that I can use if a child is choking or drowning, the hands-on practice was very beneficial"



Would you know what to do if a baby stopped breathing?

'Save a Baby's Life' workshops aim to teach basic emergency skills to anyone who cares for a baby.

You will learn

- Infant Life Support (CPR)
- Infant choking (diagnosis and treatment)
- Infant drowning (diagnosis and treatment)

