



Community CPR

TOOLKIT





This toolkit is free to EMS agencies interested in implementing a Community CPR Campaign. The materials have been developed to provide step-by-step instructions for implementing programs and serve as a resource to assist you in that process. This and other toolkits may also be found at:

<http://resuscitationacademy.org/>.

Acknowledgements to the Seattle Medic One Foundation in partnership with King County Medic One, Seattle Fire Department, King County Training, Asmund S. Laerdal Foundation, Medtronic Foundation, Public Health-Seattle & King County, and Harborview Medical Center – University of Washington for the development and support for the Resuscitation Academy and corresponding curriculum.

Much appreciation also goes to Richard B Stuart PhD, Samish Island (WA) Volunteer Fire Department and Sylvia Feder, Paramedic, King County Medic One for careful review and updates to this toolkit. We especially thank Sylvia for originating this program in our County.

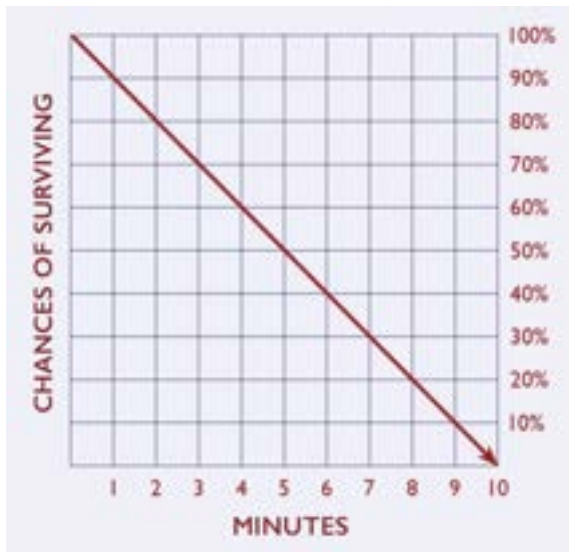
This toolkit was created through a collaborative effort between the Resuscitation Academy and the Citizen CPR Foundation. <https://citizencpr.org/>

Contents

Introduction	4
Achieving Support From the Community	5
Bystander vs. TRYstander	8
Targeted Training.....	10
Recognizing Citizen Efforts.....	12
Manikin Alternatives.....	14
Training Strategies	15
Self-Learning Strategies.....	16
Under-Leveraged Resources.....	17
Rewards/Incentives	18
Funding	19
Awareness and Training: Promotional Videos vs. Instructional Videos.....	20
Word Choice.....	21
Capitalizing on Larger Events.....	22
Mobilizing the Masses.....	23
Engaging the Media	24
Conclusion.....	26

Introduction

Bystander cardiopulmonary resuscitation (CPR) is a vital intervention for patients with out of hospital cardiac arrest (OHCA). Although bystander CPR can more than double a patient's chance of not only surviving, but returning to a normal life, in many communities, less than one-third of out of hospital cardiac arrest patients receive this action before the arrival of Emergency Medical Services (EMS). Unfortunately, only about 46% of people who have a sudden OHCA will receive bystander CPR. If we want to create a world where no one dies from cardiac arrest, we must increase that number. We need to educate individuals about when CPR is needed and how to perform effective CPR, and we must empower them to actually act.



The slope of death (image at left) tells us that for every minute where nothing is done, a cardiac arrest victim's chances of survival decreases by 10%. By 10 minutes, a person's chances of survival are close to 0% if nothing has been done. Additionally, the majority of cardiac arrests occur in a person's home. Therefore, by investing in training the lay members of your community, you can almost guarantee that one of the people you train will eventually have the opportunity to save a loved one's life. If you can effectively train your lay community on 1) when CPR is needed and 2) how to perform CPR, they will be prepared when the worst happens. Moreover, they will be willing to come to the aid of another citizen in their time of need. They will be able to start CPR within a minute of a person's collapse, thereby giving that person the very best chance at surviving.

This toolkit will help you make a plan for increasing bystander CPR in your community. It will help you develop ideas to address common barriers to training such as fear or lack of funding, and recommend best practices for succeeding such as targeted training and word choice. We hope you find it useful.

Achieving Support From the Community

Raising public awareness around OHCA is lifesaving, yet may prove challenging. Broadcasting a strong public message is essential to engaging the community. Steps to raising public awareness begin with identifying, educating, and engaging allies from within the community. Partnering with EMS eases buy-in from public officials and other community leaders, using an organized approach:

Identify Key Stakeholders.

- Local EMS and Hospital Leaders
- Government leaders at the local, city, and county levels
- Medical Directors
- Health Department Representatives
- Local media (radio, television, newspapers)
- Community organizations
- Health Clubs and Recreation Centers
- Businesses
- Stop the Bleed groups (good potential collaborators)
- Opiate Task Forces
- Schools
- Fire Service
- Law Enforcement
- Department of Transportation
- Parks and Rec.
- Religious leaders
- Neighborhood groups
- Professional Sports Teams
- Youth activity leaders
- Survivors/Family Advocates

Find Common Ground.

Investigate the mission statements of potential key stakeholders and identify common ground. Use this to your advantage in establishing a mutually beneficial partnership.

Reach Out.

Contact each stakeholder with an individualized message and request for specific actions. These may include (but are not limited to):

- Sponsor an ordinance
- Create a Public Service Announcement (PSA)
- Request public reporting of SCA survival rates to the community
- Purchase and install an AED
- Sponsor a CPR training session
- Organize or attend an event that recognizes survivors or remembers victims

Media blast!

Using different media strategies across multiple platforms to disseminate targeted messages to the community. Consider using flyers, radio spots, TV commercials, social media, or sports and halftime announcements. When using flyers, consider hanging them up at community health centers, beauty salons, barber shops, etc.

Build Connections.

Strengthen relationships by providing resources or skills community partners can use to promote community CPR. Ideas include: training group leaders in CPR skills and encouraging them to create programs to pass on these skills, providing training tools for programs, or creating a survivor group and linking them to a national survivor organization to encourage survivor led events.

Emphasize Important Points.

It is now easier than ever to learn CPR. Removing rescue breathing and focusing on hands-only chest compressions will not only speed up the learning process, but also encourage individuals to be more confident in their ability to perform CPR. It is important to provide a simple, easily-digestible message to the public. Consider adopting phrasing that is recommended by other organizations such as “call, push, shock,” or the American Heart Association, AHA’s phrasing. They say, “if you see a teen or adult collapse, you can perform Hands-Only CPR with just two easy steps: 1) Call 911 and 2) Push hard and fast in the center of the chest to the beat of the Bee Gees’ classic disco song ‘Stayin’ Alive.’”



Statistics.

Provide quick stats from your community if possible. People are more likely to engage if they can relate to their community. For example, if the numbers for individuals certified in CPR are low for a community, a motivating factor may be a goal to increase that number. For the best practices on how to use numbers to convey a convincing, persuasive message, refer to the Heath Brothers:

<https://www.youtube.com/watch?v=sAFPDZjISg>

<https://heathbrothers.com/books/made-to-stick/>

Personalize.

Using stories of a community member that has survived cardiac arrest always helps engage others to take action. The story can tie in several aspects, such as the bystander and rescuers' side.

Get the facts.

Providing eye catching quick factsheets can also help educate the community.

Make it fun!

Creating a catchy and interactive theme (i.e. slogans such as "Call. Push. Shock.", logos, etc.) will spark a greater interest in community wide participation. Hosting events or community challenges could create friendly competition to increase numbers.

Bystander vs. TRYstander

Increasing your bystander CPR rate is not complicated, but it's not easy. Many laypersons in your community have likely learned how to perform CPR through school, work, community events, etc. But getting them actually to perform CPR in the heat of the moment is not easy. Several challenges stand in the way of bystanders becoming TRYstanders. We list some of these challenges, as well as suggestions for how to tackle them, below:

Challenge	Notes	Possible Solutions
Bystander effect	People are less likely to help in an emergency if other people are around. The more bystanders there are, the less likely they are to act. This phenomenon happens because everyone assumes someone else will act. In an extreme example, in 1964, Kitty Genovese was murdered in the street with dozens of witnesses. Yet, no one physically intervened, and few called the police.	<p>Overcome bystander effect through encouragement of "If You See Something, Say Something", "Don't wait for the help. Be the help," or "the time to learn CPR was yesterday. Tomorrow could be too late!" reporting of incidents to 911. Make no assumption 911 has been called.</p> <p>Encourage bystanders to act with hands-only CPR or, at a minimum, to call 911 if not comfortable acting in the situation.</p> <p>Emphasize the concept that "one person can make a difference."</p>
Fear of causing harm	Some people hesitate to perform CPR because they are afraid to harm the person. They may also feel a sense of incompetence in performing life-saving actions.	CPR instructions, classes, and materials should include the message that CPR can only help and cannot cause more harm than is done by withholding CPR.
Fear of being sued	Some people will not perform CPR when needed because they fear being sued by the victim's family.	Educate the public about protections in place (research what the Good Samaritan law covers in your state) that protect citizens who attempt CPR from legal repercussions.

Unsure whether CPR is needed	<p>Some people hesitate to perform CPR because they don't feel confident about when it's needed. They may think the person is asleep, passed out, or sick; or, they may mistake gasping or snoring sounds for productive breaths.</p>	<p>CPR instructions, classes, and materials should include clear, easy-to-understand steps to determine if CPR is needed. Examples include: "If the patient is not responsive and is not breathing normally, assume CPR is needed."</p> <p>Additionally, bystanders are sometimes thrown off course if the patient is seizing, or if they patient is experiencing an overdose. Language to address these scenarios might include some variation of, "It is worse for someone who needs CPR to NOT get CPR than it is for CPR to be administered to a living patient."</p>
Fear of mouth-to-mouth	<p>Some people may resist performing CPR because they are unwilling to give mouth-to-mouth. They may not understand when mouth-to-mouth is appropriate and when it is inappropriate.</p>	<p>A combination of rescue breaths and chest compressions is preferable. If the rescuer is either unable or unwilling to perform ventilations, then they should move swiftly to hands-only CPR. Reinforce that hands-only CPR sees similar survival rates.</p>
General fear	<p>Encountering a victim of sudden cardiac arrest is frightening. Witnessing the collapse of a family member or friend is terrifying. Gasping or seizures are likely to significantly increase fear and add confusion among potential rescuers to the point of unwillingness or inability to act.</p>	<p>CPR classes should include an element of "exposure therapy." Break the link between the feared situation and the panic reaction through controlled exposure. Through videos or recordings, expose course participants to gasping, seizures, and posturing during CPR courses and combine with frequent affirmations such as, "it is scary to see a dead person," or "you may find yourself reluctant to act." Address the likelihood of extreme fear during CPR head-on. Frequent use of soundbites such as "don't wait for help" and "your actions can only help" may be beneficial.</p>

Targeted Training

When planning CPR training courses, use the available data to determine where the training is most needed, then plan accordingly. If you have a cardiac arrest database in your community, consider working with the person who manages the database to analyze your data and decide where to offer training. Additionally, keep in mind that certification may not be needed for everyone. Non-certification approaches may be appropriate for many lay community members.

When planning your training, there are many groups to consider:

1. **Cardiac arrest hot spots:** if you have the available data, geocode where cardiac arrests occur in your community. If you see a cluster of them in one area (i.e., nursing homes, community centers, retirement communities, specific neighborhoods, etc.), offer regular CPR training for residents of that area.
2. **Narcotic hot spots:** if you have specific places in your community where overdoses/drug use tends to happen, offer regular CPR training for residents of that area.
3. **Racial and ethnic minorities:** research has shown that racial and ethnic minorities tend to have a lower cardiac arrest survival rate. With that in mind, plan regular training at community centers, churches, and other places to serve these groups. Work with the communities to ensure that your class is culturally sensitive, in an appropriate language, and addresses unique barriers to CPR that certain racial/ethnic groups may experience. It is also important to reach out to organizations that serve these groups and communities.
4. **Town/City Governance:** regularly educating your municipal leaders, city government, or other local governing officials about CPR and cardiac arrest is a great way to help push OHCA to the top of their minds and agenda. This work may potentially help unlock funding for public activation programs, AED replacement costs, and more.
5. **Health clubs and recreation centers:** work with managers of health clubs and recreation centers to offer CPR classes to club members.
6. **Parks and Rec:** parks and rec. departments can offer spaces to hold trainings, connections to community clubs and recreational sports teams, and other groups who would benefit from trainings.
7. **Businesses:** businesses in your city are great places to offer CPR classes, especially if you can work with the business to require CPR training for all employees because you will reach many people.
8. **Schools:** many states require CPR training in schools. Consider reaching out to your local school district to provide regular CPR training to students before they graduate.
9. **Religious leaders:** religious leaders may help you reach many people through their religious communities.
10. **Neighborhood groups:** by working with neighborhood watch groups and other local neighborhood associations, you may reach more of the members of that neighborhood.
11. **Sports teams:** help coaches, parents, and players in local sports teams feel prepared should the worst happen by equipping them with CPR skills and knowledge of where the closest AEDs are.

12. **Youth activity leaders:** work with local youth group leaders to reach the youth group members.

13. **Community Events:** Community events are an excellent opportunity to engage the community at large, as well as specific segments of the community. Example: cultural festivals, local concerts, county fairs, farmers markets, parades, neighborhood block parties, interscholastic and other sporting events, festivals, etc. during regular community events to provide short (2 minute) drop-in hands-only CPR training sessions.

As you target these groups, your focus should be on providing appropriate training for the particular group you're working with. Your training should be accessible and easy to find. Provide live phone numbers and courses that are offered often, in various locations and at various times. Use websites and social media avenues to spread the word about these trainings. The training should be easy and memorable, and if possible, offered in different languages depending on the cultural and racial makeup of your community. These efforts will help you reach a broader slice of your community.

Recognizing Citizen Efforts

Recognizing those who work to save lives through bystander CPR is highly beneficial. Not only does it give a unique opportunity for the patient to meet the bystander, EMS professionals, and telecommunicator who saved his/her life, but it also provides a platform to promote CPR training to the masses. Additionally, these efforts can serve to help build a network of connections and support of rescuers, survivors, and family members. (Keep in mind that it may be appropriate to recognize bystanders who attempt CPR, even if the patient does not survive, in addition to situations where the patient does survive).

Ways to recognize citizen efforts (NOTE: a great first step is to reach out to the survivors/bystanders to ensure they are comfortable with the attention):

1. **Lifesaver dinners:** many communities regularly host lifesaver dinners. At these dinners, the patients, their telecommunicators, bystanders who performed CPR, EMS team, and even law enforcement officials if they participated in the save all gather to meet, dine together, and recognize the hard work that went into saving the patients' lives. It's also great to invite the press to these dinners to highlight the need for more CPR training.
2. **Newspaper/news station pieces:** consider reaching out to your local newspaper or news station to include an article about the bystander who saved the patient's life by performing bystander CPR. Press coverage is a great way to promote CPR to your community.
3. **Social media posts:** work with your local EMS agency's social media accounts, if they exist, to share news about recent saves. "Save" stories on Facebook, Twitter, Instagram, etc. Recognize the network of helpers.
4. **Public presentations** (to your city council, your school board, etc.)
5. **Work place presentations** (staff meetings, formal meetings, special events, and others): include the opportunity to provide hands-only training to the attendees.
6. **Public signage** near AEDs that read, "This AED was used to save a life."

Examples of recognizing citizen efforts:

1. Bend, Oregon: Thanks to the telecommunicator on the call, a 17-year old boy who did not have prior CPR training saved his grandpa's life by performing CPR for 8 minutes. The Bend Fire Department awarded the boy with a Lifesaver Award.



2. Cosumnes, California: Cosumnes holds Survivor Tribute, where they recognize and connect survivors with the EMS teams who saved their lives. Here one of their survivors hugs the responders who saved her life.



3. Michigan's SaveMiHeart website contains many survivor stories, including information about the bystanders who performed CPR to save the lives of the patients.
<https://www.savemiheart.org/survivor-stories>

Manikin Alternatives

A good problem to have at community training events is when the number of people seeking to be trained in CPR exceeds the available number of CPR manikins. We must recognize that training equipment may not be available in all communities and in all settings. Fortunately, some everyday household items can be adapted to serve as manikin substitutes to help make your training a success.

According to a recent study (cited below) looking at the utility of substitutes for manikins in teaching CPR, reasonable household manikin substitutes include:

1. Soccer ball (3 psi, 6.5 psi, 7.5 psi)
2. 2L soda bottle (empty/full)
3. Tennis ball

Leffelman, J., Maltese, M., Niles, D., Nishisaki, A., Arbogast, K., Balasubramanian, S., ... & Nadkarni, V. (2010, December). CHEST COMPRESSION CHARACTERISTICS OF CPR MANIKINS, OBJECTS OF DAILY LIVING, AND REAL CARDIAC ARREST PATIENTS. In CRITICAL CARE MEDICINE (Vol. 38, No. 12, pp. U130-U130). 530 WALNUT ST, PHILADELPHIA, PA 19106-3621 USA: LIPPINCOTT WILLIAMS & WILKINS.

Also, see the King County website for how to make a homemade DIY manikin alternative:

<https://kingcounty.gov/depts/health/emergency-medical-services/community/cpr-education/remote-learning.aspx>

Training Strategies

Mass CPR Training

Mass CPR training events are an option. These events demand a great deal of attention and planning. However, the outcome may be more significant in broadcasting CPR awareness. These events often include survivors/stories, champions, local celebrities, sports teams, clubs, universities, politicians, and/or media entities. Consider providing large-scale CPR training as part of another event with a large number of people already attending. Events might include local sporting events. A demonstration/video of CPR skills and a survivor story during halftime, with a booth set up in the concessions area, along with sending fans home with a CPR Anytime kit or other learn-at-home kits, might yield a large number of new CPR trainees.

Ambush Training

Examples of ambush training include bringing manikins to sports games and offering training during halftime, approaching people on the street, and providing other unexpected training opportunities. For example, King County EMS provided CPR training to ferry commuters. With ambush training, you train a smaller number of people than with mass CPR training. However, you get more time to talk with the participants one-on-one. After several ambush training events, you have trained a large number of people. Low-dose (short training sessions) high-frequency (hold these trainings often).

Compressions and Cocktails, Pints and Pushing, Corks and Compressions

Combining social events and CPR training is another way to engage a captive audience. Consider partnering with social groups, such as wine-tasting clubs or book clubs, to offer CPR training during their meetings. Alternatively, partner with a local pub or winery to offer discounted drinks to guests who complete your training.

Battle of the Bands and Music Festivals

Invite local bands to perform new songs (with a requirement that the bands have a beat of 100-120 BPM) to see who can come up with the best original song to save lives by.

LOOP Training

Great for school groups and events, the LOOP Training is a compression sensor that goes on the manikin's chest and connects to a video game. Learners compress to music for 2 minutes and it provides a score on completion. This provides a fun game to learn CPR.

Internet-Based Training

The internet has several tools, such as CPR Anniewhere, to help train laypersons.

Reach a Wider Audience

Consider livestreaming your training event so that others at home can follow along, or hosting videoconference training sessions, where appropriate, to maximize the number of people you can reach.

Spreading the Word

Consider creating a profile picture frame that social media users can add to their profile picture that says something along the lines of, "I know CPR!"

Self-Learning Strategies

Several tools can educate the lay population if classes aren't readily available. We list some options below.

CPR Anytime

The American Heart Association and Laerdal Medical Corporation created the CPR Anytime Kit, which costs roughly \$40.00 for either the adult kit or the infant kit. These kits train individuals or groups in a variety of settings. CPR Anytime is shared with the learner's friends and family, allowing for ease of access to a manikin to practice basic CPR skills and reduce training costs. The kit includes an inflatable manikin, a DVD with a practice while watching demonstration for hands-only CPR (and instructions for using an AED).

Learn CPR Website

The "Learn CPR" site has an abundance of CPR information, fun facts, and video demonstrations. This site also has a downloadable cell phone app and can be viewed in 6 different languages. The cell phone apps provide a quick reference for the layperson to understand CPR basics. These apps are free of charge and work on any smartphone or tablet with an apple or android interface. A link is provided to email a doctor directly to ask any questions regarding CPR or related material. This site is a free public service supported by the University of Washington. (<http://depts.washington.edu/learncpr/>)

LEARN CPR
You Can Do It!

CPR In a Box

CPR in a Box (can be found at www.kingcounty.gov/CPR) is a kit that can be loaned to schools, businesses, community groups, etc. It includes all the materials necessary to self-guide through Hands-only CPR

Under-Leveraged Resources

One challenge many communities face is pushing cardiac arrest to the forefront of the people's minds. There are several typically underleveraged resources to help you promote cardiac arrest as an important public health issue. We list some of them below.

Celebrities: Celebrities carry a lot of influence, and often reach wide audiences through their social media accounts or press appearances. Reach out to any local celebrities in your community (especially any celebrities who have, themselves, experienced a cardiac arrest). Invite them to CPR trainings, ask them to mention CPR on their social media accounts, or include them in your general promotions.

Elected Officials: Elected officials have the power to push items to the top of the agenda of your local city council. They can help unlock funding for important issues, and go a long way in helping you promote your cause.

Athletic Teams: Reaching out to sports teams can have a big payoff. Local minor league or recreational sports teams often have large numbers of attendees at their games, and so their halftimes are a great time to reach a lot of people. You might even be able to recruit team members to help you demonstrate CPR. Sports trainers from pro teams can also provide professional training to coaches or parents.

Universities: Local community colleges and universities regularly host community events. Consider posting your CPR classes on their bulletin boards, or using their facilities to host your classes. Partner with local colleges and universities to utilize students and internships to promote CPR or organize trainings. Specifically, universities and community colleges with robust Adult Learning/non-credited courses, or senior programs, would benefit from their students learning CPR.

Rotary, Knights of Columbus, and other similar organizations: These groups often have untapped funding that may be available to help pay for your trainings or equipment.

Rewards/Incentives

Small rewards or incentives can go a long way. Little tokens of appreciation or of recognition can motivate people to learn CPR and to share their newfound knowledge with others. Examples of rewards/incentives:

1. Lifesaver candies
2. Lifesaver stickers
3. Patches that can be sewn onto clothes or backpacks
4. “I know CPR!” coffee mugs or t-shirts
5. Social media shoutouts
6. Temporary tattoos
7. Challenge coins for police officers and telecommunicators
8. Signage next to AEDs that read, “This AED was used to save a life.”

Encourage your class participants to take pictures with these small rewards, and give them a hashtag to include if they post their pictures on social media.

Funding

Fortunately, a variety of classes, tools and teaching methods exist to match your level of funding. Whether you have a tiny budget or ample funding, you can still effectively teach CPR to many people. If you are searching for funding, here are some places to look:

- **City Council:** Local elected officials and city councils can help unlock funding for your public CPR training initiatives. Attend city council meetings, present your case to them, and help them keep the need for CPR training at the forefront of their agendas. If your community has a cardiac arrest registry, you can use data about the frequency of cardiac arrest in your community to help build your case.
- **Grants:** Websites such as www.emsgrantshelp.com and others are great resources to help you locate applicable grants that you can apply for to fund your community CPR efforts. Work with a local grant writer if you can, and cast a wide net to find available funding.
- **Kiwanis or other community organizations:** These groups often have regular calls for grant applications, and funding available to contribute to worthy causes in their communities. Reach out to them about funding opportunities and offer to teach them about cardiac arrest.
- **Businesses:** Reach out to local businesses to see if they might be willing to make a financial contribution. For example, local coffee shops might sell a “Lifesaver Latte” that donates a portion of the sales to combat cardiac arrest.
- **Major health insurers:** work with major health insurers in your area to fund high-visibility placement of AEDs, or training opportunities for their members.

Sample Funding Request

- in your funding request, some helpful wording might include:

“Every year, more than 350,000 cardiac arrests occur outside of the hospital – in our businesses, our schools, at home, and in public recreation areas. When a patient receives immediate CPR and defibrillation from an AED, their chance of survival can double or triple. You can be a lifesaver. We’re looking for [individual dollar amount or total program commitment] to help us accomplish our goal of [insert goal here]. By being a recognized partner in this program, not only will you be showing your commitment to this community, but you will also be directly involved in improving survival from cardiac arrest.”

Awareness and Training: Promotional Videos vs. Instructional Videos

As you look for resources to help train your community in CPR, be aware of the difference between resources that build awareness vs. resources that build skills.

Resources that build awareness: A simple YouTube search will yield dozens of funny videos about how to do CPR. Below are two examples. These videos are great resources to build awareness about the need for CPR, and they get the basic principles out there (i.e. “push hard and fast, and call 911”). However, they are not necessarily strong resources for teaching strong CPR skills.

- <https://www.youtube.com/watch?v=sXBQru0IjcY>
- <https://www.youtube.com/watch?v=KK-ZtH3jlhU>

Resources that build skills: There are many great instructional CPR videos on YouTube that include detailed instruction on how to actually perform CPR. They are a bit more formal than the awareness videos, and may include detail such as what gasping or snoring means in these situations, and the proper compression rate.

- <https://www.youtube.com/watch?v=fXQJ4klzSas>

Awareness efforts and training efforts are both needed, and can work together to build a strong community base of CPR-trained individuals.

You may be tempted to film your own instructional videos. However, that added work is unnecessary! There are many great examples of instructional videos already out there that you can use for free.

Word Choice

There are many approaches to teaching CPR, and many ways of explaining how to successfully recognize and perform CPR. Words matter, and you want to choose the most effective and easy-to-remember scripting when teaching CPR to your local lay population.

The Sudden Cardiac Arrest Foundation conducted a study that tested the clarity of messages around the urgency for CPR, and the definition of cardiac arrest. You can find their recommended scripting here:

<https://www.sca-aware.org/2017-study>

- Here are a few key recommended phrases from their study:
 - o “Refined definition of SCA at 8th grade level: Sudden Cardiac Arrest (SCA) is a life-threatening emergency that occurs when the heart suddenly stops beating. It strikes people of all ages who may seem to be healthy, even children and teens. When SCA happens, the person collapses and doesn’t respond or breathe normally. They may gasp or shake as if having a seizure. SCA leads to death in minutes if the person does not get help right away. Survival depends on people nearby calling 911, starting CPR, and using an AED (if available) as soon as possible.”
 - o “You cannot hurt a victim, you can only help”
 - o “Don’t wait for help to arrive…every second counts”
 - o “You can double or triple a person’s chance of survival from SCA by immediately giving CPR”

When designing your campaign around CPR, we recommend the “Call, push shock” verbiage.

Capitalizing on Larger Events

If you can tie your CPR training event to a large national or international CPR celebration, you can benefit from the press and excitement that those events generate. It will also help you generate more excitement and attention for your event. Some examples of these national and international celebrations are below.

1. **World Restart a Heart Day** (<https://www.ilcor.org/wrah>): World Restart a Heart Day is a global effort (annually held on October 16th) that is recognized all around the world to try and increase bystander CPR rates.
2. **National CPR/AED Awareness Week**: This week of celebration, typically June 1st-7th, encourages people to learn CPR and locate/purchase community AEDs.
3. **Defibruary**: Defibruary is an entire month (in February) where Wales celebrates AEDs.
4. **Shocktoberfest**
5. **Sudden Cardiac Arrest Awareness Month** (October)

By strategically planning your events during these larger celebrations, you can tag onto their social media to help promote your events. You can also contact your local news to highlight the national/international events, and how your event is contributing to it.

Mobilizing the Masses

As you create your plan to provide CPR training to your community, it is important to think about how to get trained individuals to the site of a cardiac arrest. If someone collapses in the aisle of a grocery store, how will the person you just trained, who is 3 aisles over, know to go help? That is where a crowdsourcing app comes in. There are several apps which tie into your PSAP. They alert nearby lay people, who have elected to be notified, if someone in a close vicinity needs CPR. If you have AEDs mapped in your community, the app can also let the person know if a publicly-accessible AED is nearby. In some cases, this app can result in EMS responders arriving to find a patient who has already been resuscitated.

There are several crowdsourcing apps available:

PulsePoint: <https://www.pulsepoint.org/>

HeartRunner: <https://heartrunner.com/>

GoodSAM: <https://www.goodsamapp.org/>

Additionally, even if your community does not have access to one of these apps, there is still a lot of value in mapping out AED locations. Consider using something like a spreadsheet that can be shared on your website. This does not need to be a costly endeavor—tools like PulsePoint AED (<https://www.pulsepoint.org/pulsepoint-aed>) are free. This activity is also useful to identify and address AEDs that are not being maintained.

Engaging the Media

You can and should engage your local media to help get press coverage for your CPR training. Doing so will educate more of your community around why they should learn CPR, when it is needed, and how to do it.

Press Release Template

Prepare a press release to announce new programs, campaigns, or events. Send to relevant print, online, local broadcast outlets, community newspapers covering your area as well as hyperlocal blogs (a discussion or informational site specific to the targeted area)

FOR IMMEDIATE RELEASE

Date Press Release to go Live:

Contact:

Contact person

Company Name

Telephone Number

Fax Number

Email Address

Website Address

Headline

City, State, Date – Opening Paragraph (should contain: who, what, when, where, why):

Body of Text– Should include any relevant information to your products or services. Include benefits, why your product or service is unique. Also include quotes from staff members, industry experts or satisfied customers.

(Restate Contact information after your last paragraph):

For additional information or a sample copy, Contact: (all Contact information)

Summarize product or service specifications one last time

Company History (try to do this in one short paragraph)

###

(Indicates Press Release is finished)

Sample press release

March 1, 2012

Contact: Community CPR Program – Anne Curtis 206-263-8317

Public Health - James Apa 206-205-5442

It's shockingly simple to save a life. Every year more than 350,000 Americans die from sudden cardiac arrest (SCA) – a condition in which the heart unexpectedly stops beating. It can happen anywhere, to anyone, at any time, even to those with optimal heart health. And when it occurs – seconds count.

Led by Public Health – Seattle & King County's Emergency Medical Service Division, the initiative is designed to see if having additional laypersons trained in CPR will increase resuscitation on people quicker and will in turn improve community cardiac arrest survival rates.

Each year 4,000 Washingtonians suffer a sudden cardiac arrest. The earlier SCA is recognized and the earlier chest compressions are started, the higher the likelihood of survival is. Bystander CPR can keep blood flowing throughout the body until emergency teams arrive. Studies have shown that bystander CPR can more than double the chance of survival if it is started within minutes on an SCA victim.

[ADD DETAIL ABOUT YOUR ORGANIZATION'S SUPPORT OF THE SHOCKINGLY SIMPLE CAMPAIGN.]

To learn more about the Shockingly Simple campaign or training opportunities within King County, please visit: www.kingcounty.gov/aed.

Conclusion

Increasing CPR rates in your community is not difficult, but it's not easy. However, by using the tips in this toolkit, and tapping into the resources you already have in your community, you can train the members of your community in CPR, thus saving lives. Use the recommended steps, make a plan, and start small. Build on your successes. If you need help, the RA and the Citizen CPR Foundation are always willing to help. Please reach out – we would be happy to speak with you and help you develop a plan of action.

Bystander CPR is pivotal to saving lives, but it is just one piece of the puzzle. Check out our other toolkits, located on the Resuscitation Academy website (www.resuscitationacademy.org) for help improving your entire chain of survival.

Note: Science is constantly evolving. Do you see something that should be changed, updated or improved in this toolkit? Let us know!