



American
Heart
Association.



are the first responder until help arrives.

AMERICAN HEART MONTH 2026

JOIN US IN BUILDING A NATION OF LIFESAVERS™



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The American Heart Association has set a goal of doubling the survival of cardiac arrest by 2030. We know that in order to save more lives from the 350,000 cardiac arrests that occur outside of the hospital every year, we must increase the number of people who respond to cardiac arrest by calling 911, delivering high-quality CPR and using an AED as soon as it is available.

In every cardiac emergency, the real first responder is not always a uniformed professional but often an everyday bystander. Cardiac arrest can strike anywhere - at the gym, in the grocery store, or during a child's soccer game. However, bystanders only intervene about 40% of the time, often due to uncertainty or lack of training.

You do not need medical credentials to save a life. What's required is knowledge, courage, and the readiness to act. This reimagining of heroism challenges the community to see themselves as empowered agents of change - ordinary people with the extraordinary power to make every future moment possible for someone in crisis.

Learn CPR today so you are ready and become a part of the Nation of Lifesavers.

How to join the Nation of Lifesavers™

Joining the [Nation of Lifesavers](#) is easier than ever with many learning options



Take an [online CPR course](#)



Learn and practice with a [CPR Anytime® Training Kit](#)



Watch a 60-second video to [learn Hands-Only CPR](#)



Find a [Heartsaver™ Training nearby](#) nearby

See link on last page to download assets previewed in this toolkit.

KEY TAKEAWAYS

3 Primary Messages

1

CPR can save lives.

- For adults and teens, Hands-Only CPR can double or even triple chance of survival.
- Infants and children need CPR including breaths.

2

CPR is a civic duty.

- You don't need medical training to learn CPR; you need knowledge, courage, and the willingness to act.
- Heroism is not limited to uniforms, it's everyday people stepping up for others.

3

Strong communities are built by preparedness.

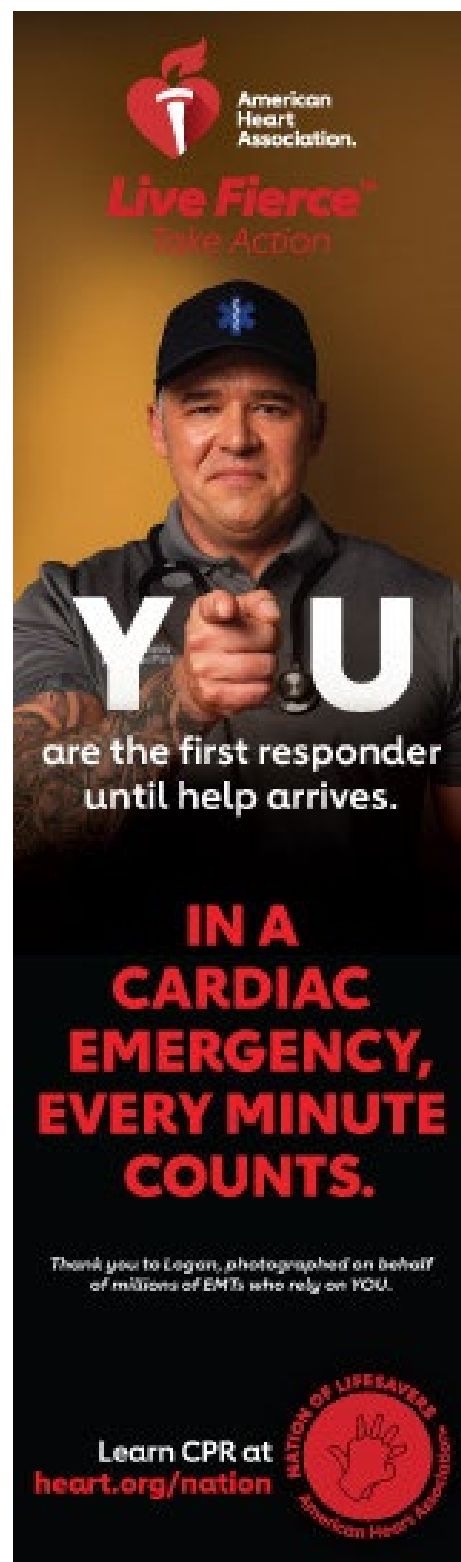
- Whether you're at home, the gym, or a child's soccer game, cardiac arrest can happen anywhere.
- Being prepared and willing to help strengthens the fabric of our nation.

American Heart Month Calls-to-Action

The following calls to action can be used on American Heart Month marketing materials:

Be Ready. Find a CPR class at heart.org/nation.

Learn CPR at heart.org/nation.



HOW YOU CAN MAKE A DIFFERENCE

American Heart Month runs from February 1 through February 28. Use the resources provided to help create CPR awareness and drive participation in becoming a Nation of Lifesavers.

Here's How



- ♦ Join the Nation of Lifesavers.
- ♦ Send a dedicated email or share it in a newsletter.
- ♦ Post on social media.
- ♦ Distribute the CPR infographics, fact sheet and CPR Playlist throughout your communities and encourage others to share.
- ♦ Use the key messages to raise awareness in your communication materials.
- ♦ Post and share the digital content across your channels throughout the month.

The Nation of Lifesavers is intended to reach all audiences.

Our goal is to inform and inspire the community to understand the importance of CPR, learn the two simple steps to Hands-Only CPR, and go to heart.org/nation to get more resources.

ASSETS

The following resources are available for use:

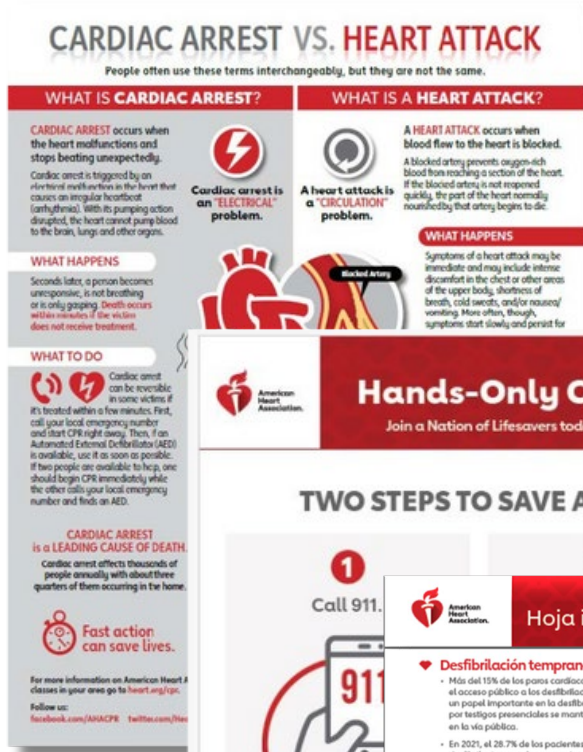
- CARDIAC ARREST VS HEART ATTACK INFOGRAPHIC
- HANDS-ONLY CPR INFOGRAPHIC
- CPR FACT SHEET
- AED FACT SHEET
- CPR PLAYLIST
- EMAIL BANNERS
- NEWSLETTER CONTENT
- KEY MESSAGES
- SOCIAL MEDIA ASSETS AND COPY
- WEB BANNERS
- ZOOM BACKGROUNDS
- VIDEOS AND PSA RESOURCES

...and many more!

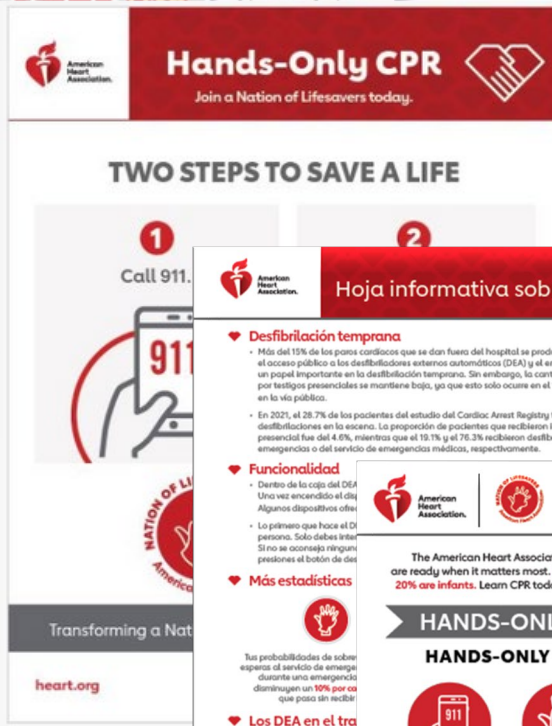


INFOGRAPHICS and FACT SHEETS

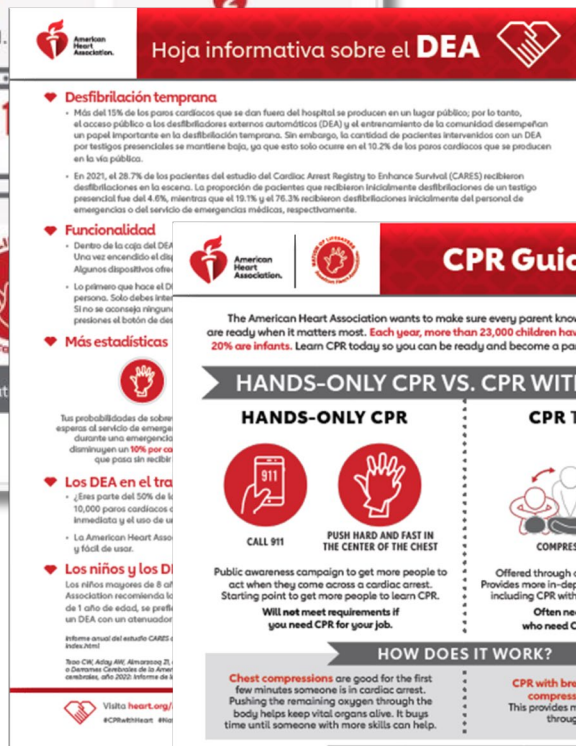
30 infographics available in 10 languages all available [HERE](#).



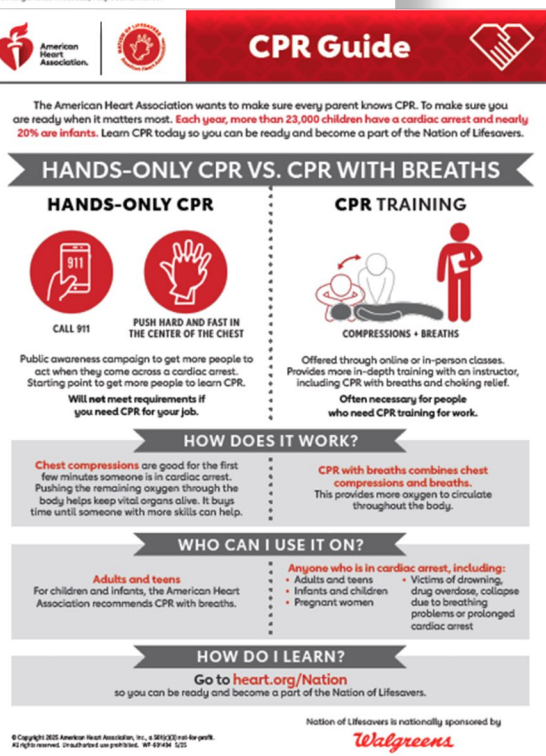
Cardiac Arrest vs. Heart Attack



Hands-Only CPR:
Two Steps to Save a Life



AED Fact Sheet in Spanish



CPR Guide

Heart.org/Nation

...and many others!

NEWSLETTER COPY



Option 1

Subject Line:

Learn CPR this Heart Month!

Preview Text:

When a cardiac emergency happens — the first responder is you.

Email Copy

Headline:

Join the Nation of Lifesavers!

Body:

Cardiac arrest can strike anytime, anywhere — at home, at work, or in your community. But right now, only about 40% of people step in to help. That means too many lives are lost, not because people don't care, but because they aren't prepared.

For American Heart Month, the American Heart Association is giving you the tools to take control of that moment. Because when every second counts, the choice to act can mean the difference between life and death.

You don't need a medical degree. You don't need a uniform. **You** need knowledge. **You** need courage. **You** need to know CPR.

You are the first responder until help arrives.

Learn CPR. Because protecting your family, your friends, and your community starts with being prepared.

Call to Action:

Find more resources on CPR at heart.org/nation.

NEWSLETTER COPY



Option 2

Subject Line:

Learn Hands-Only CPR this Heart Month

Preview Text:

Join the Nation of Lifesavers!

Email Copy

Headline:

CPR Saves Lives

Body:

CPR can save lives. For adults and teens, Hands-Only CPR can double or even triple chance of survival.

Hands-Only CPR has two simple steps, performed in this order:

Step 1: Call 911 immediately if you see a teen or adult suddenly collapse.

Step 2: Push hard and fast in the center of the chest to the beat of a song with 100 beats per minute (i.e., "Staying Alive").

We can't always choose when an emergency strikes — but we can choose how ready we are to face it.

Join our Nation of Lifesavers and be ready to step up for a loved one, a neighbor, a friend or a co-worker.

Call to Action:

Visit heart.org/nation to learn more.



KEY CPR STATISTICS

- Cardiac arrest is a leading cause of death in the world. Each year, more than 350,000 cardiac arrests occur outside of the hospital in the United States – and 90% of these are fatal.
- About 70% of cardiac arrests that happen outside of a hospital happen at home.
- CPR, especially if performed immediately, could double or triple a person's chance of survival.
- For adults and teens, Hands-Only CPR can double or even triple chance of survival.
- Infants and children need CPR including breaths.
- Only about 41% of people who experience cardiac arrest receive CPR from people nearby while waiting for emergency responders to arrive.
- Less than 12% of individuals who experienced a cardiac arrest in public had a bystander applied AED.
- More than 23,000 children experience cardiac arrest outside of the hospital each year. 40% are related to sports. Nearly 20% are infants.
- Cardiac arrest accounts for 10-15% of sudden unexpected infant deaths.
- Women are less likely to receive CPR from a bystander. Barriers include fear of legal ramifications and accusations of inappropriate touching.
- A 2017 study found that only 39% of women in cardiac arrest received CPR from strangers in public, compared with 45% of men, and men's odds of surviving were 23% higher than women.

KEY CPR MESSAGES

- The American Heart Association has set a goal of doubling the survival of cardiac arrest outside of a hospital by 2030.
- The American Heart Association's Nation of Lifesavers initiative aims to turn bystanders into lifesavers, so that in the time of cardiac emergency anyone, anywhere is prepared and empowered to become a vital link in the chain of survival and provide CPR.
- There are straightforward solutions to this problem – awareness and education to have cardiac emergency response plans (CERPs) in place for schools, worksites and other public places, CPR education and AED training/accessibility.

SOCIAL MEDIA PREVIEW

[CLICK HERE](#)
[to download](#)



To find the downloadable assets in this toolkit

[CLICK HERE](#)

As we continue to add additional resources, check back with your local American Heart Association contact.



Thank you for your support during
American Heart Month!

