



2025 CPR and AED Awareness Week

Community Toolkit



American
Heart
Association.



nationally sponsored by

Walgreens

JOIN US IN CREATING A NATION OF LIFESAVERS™

More than 350,000 cardiac arrests occur outside of hospitals in the United States every year. Tragically, 90% are fatal. When someone's heart stops, immediate CPR and automated external defibrillator (AED) use can double or even triple their chance of surviving. Yet less than half of people experiencing sudden cardiac arrest receive the help they need from a bystander. Walgreens is proud to announce their nationwide support of the American Heart Association's Nation of Lifesavers to change that.

"We serve approximately nine million people each day. We witness firsthand the impact of sudden cardiac arrest when the tools to treat it are not immediately available," said Tim Wentworth, Walgreens Boots Alliance chief executive officer and a long-time member of the American Heart Association's CEO Roundtable. "Our expanded relationship with the American Heart Association will help ensure that Walgreens team members and customers alike have the access, knowledge, and resources to save a life in the event of a cardiac emergency."

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™ certification course](#) nearby

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



KEY TAKEAWAYS

Primary Messages

- 1** This CPR & AED Awareness Week/Month, the American Heart Association is calling on families to make this summer as safe as it is fun.
- 2** Everyone, everywhere can be prepared and empowered to become a vital link in the chain of survival and provide CPR.
- 3** No matter where your summer plans take you, make sure you're prepared and confident to save a life if necessary.
- 4** Your child is your whole heart.
Learn CPR. Be ready. Join the Nation of Lifesavers.

CPR Week Calls-to-Action

Consumer Audiences/Families:

Make this summer as safe as it is fun! Join the Nation of Lifesavers at heart.org/nation.

Corporate Audiences:

Sign up for a Heart Walk in your city at heart.org/nation.

Volunteer Audiences:

Become an advocate for public policies that will help increase survival from cardiac arrest. Text CPR to 46839

HOW YOU CAN MAKE A DIFFERENCE

CPR and AED Awareness Week runs from June 1 through June 7. Use the resources provided to help raise awareness and help more people become trained in CPR.



Here's How

- Join the Nation of Lifesavers by learning CPR.
- Join a Heart Walk team to see the mission in motion.
- Raise awareness by sending an email or sharing in a newsletter.
- Post how you learned CPR on social media using #NationofLifesavers
- 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.

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**
- **NEWSLETTER CONTENT**
- **KEY MESSAGES**
- **BYSTANDER INTERVENTION**
- **CREATIVE IDEAS & TIPS**
- **EMAIL & WEB BANNERS**
- **SOCIAL MEDIA**

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



INFOGRAPHICS



CPR Fact Sheet

Why Learn CPR?
Cardiac arrest is a leading cause of death. It happens when an electrical problem in the heart causes an irregular heartbeat. This disrupts blood flow to the brain, lungs and other organs. Each year, more than 350,000 people in the U.S. have an EMS-assessed out-of-hospital cardiac arrest. More than 23,000 are children, and nearly 20% of these are infants.

When a person has a cardiac arrest, survival depends on receiving CPR from someone nearby right away. According to the American Heart Association, about 90% of people who have out-of-hospital cardiac arrests do not survive. CPR, especially if performed right away, can double or triple the chance of survival. Learn CPR today. Be ready. Become a part of the Nation of Lifesavers.

No one should face a life-changing moment alone.

Be the Difference for Someone You Love
If you provide CPR, you will likely be trying to save the life of someone you love: a child, a spouse, a parent or a friend.

About 70 percent of out-of-hospital cardiac arrests happen in homes.

Fewer than 40% of people who have an out-of-hospital cardiac arrest get the urgent help they need before professional help arrives.

Learn CPR today. Be ready. Become a part of the Nation of Lifesavers.
No one should face a life-changing moment alone.

NOTE: The AHA still recommends CPR with compressions and breaths for infants and children and victims of drowning, drug overdose, or people who collapse due to breathing problems.

Nation of Lifesavers is nationally sponsored by **Walgreens**.

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

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CPR Guide

The American Heart Association wants to make sure every parent knows CPR. To make sure you are ready when it matters most. Each year, more than 23,000 children have a cardiac arrest and nearly 20% are infants. Learn CPR today so you can be ready and become a part of the Nation of Lifesavers.

HANDS-ONLY CPR VS. CPR WITH BREATHS

HANDS-ONLY CPR
CALL 911
PUSH HARD AND FAST IN THE CENTER OF THE CHEST

CPR TRAINING
COMPRESSIONS + BREATHS

Public awareness campaign to get more people to act when they come across a cardiac arrest. Starting point to get more people to learn CPR.

Will meet requirements if you need CPR for your job.

HOW DOES IT WORK?
Chest compressions are good for the first few minutes someone is in cardiac arrest. Pushing the remaining oxygen through the body helps keep vital organs alive. It buys time until someone with more skills can help.

CPR with breaths combines chest compressions and breaths. This provides more oxygen to circulate throughout the body.

WHO CAN I USE IT ON?
Adults and teens
For children and infants, the American Heart Association recommends CPR with breaths.

Anyone who is in cardiac arrest, including:
• Adults and teens
• Infants and children
• Pregnant women
• Victims of drowning, drug overdose, collapse due to breathing problems or prolonged cardiac arrest

HOW DO I LEARN?
Go to heart.org/nation so you can be ready and become a part of the Nation of Lifesavers.

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CARDIAC ARREST VS. HEART ATTACK

People often use these terms interchangeably, but they are not the same.

WHAT IS CARDIAC ARREST?

CARDIAC ARREST occurs when the heart malfunctions and stops beating unexpectedly. Cardiac arrest is triggered by an electrical malfunction in the heart that causes an irregular heartbeat (arrhythmia). With its pumping action disrupted, the heart cannot pump blood to the brain, lungs and other organs.

WHAT HAPPENS
Seconds later, a person becomes unresponsive, is not breathing or is only gasping. Death occurs within minutes if the victim does not receive treatment.

WHAT TO DO
Cardiac arrest can be reversible in some victims if it's treated within a few minutes. First, call your local emergency number and start CPR right away. Then, if an Automated External Defibrillator (AED) is available, use it as soon as possible. If two people are available to help, one should begin CPR immediately while the other calls your local emergency number and finds an AED.

CARDIAC ARREST is a LEADING CAUSE OF DEATH. Cardiac arrest affects thousands of people annually with about three quarters of them occurring in the home.

Fast action can save lives.

WHAT IS A HEART ATTACK?

A HEART ATTACK occurs when blood flow to the heart is blocked. A blocked artery prevents oxygen-rich blood from reaching a section of the heart. If the blocked artery is not reopened quickly, the part of the heart normally nourished by that artery begins to die.

WHAT HAPPENS
Symptoms of a heart attack may be immediate and may include intense discomfort in the chest or other areas of the upper body, shortness of breath, cold sweats, and/or nausea/vomiting. More often, though, symptoms start slowly and persist for hours, days or weeks before a heart attack. Unlike with cardiac arrest, the heart usually does not stop beating during a heart attack. The longer the person goes without treatment, the greater the damage.

The heart attack symptoms in women can be different than men (shortness of breath, nausea/vomiting, and back or jaw pain).

WHAT TO DO
Even if you're not sure it's a heart attack, call your local emergency number. Every minute matters! It's best to call your local emergency number to get to the emergency room right away. Emergency medical services (EMS) staff can begin treatment when they arrive—up to an hour sooner than if someone gets to the hospital by car. EMS staff can also be trained to revive someone whose heart has stopped. Patients with chest pain who arrive by ambulance usually receive faster treatment at the hospital, too.

WHAT IS THE LINK?
Most heart attacks do not lead to cardiac arrest. But when cardiac arrest occurs, heart attack is a common cause. Other conditions may also disrupt the heart's rhythm and lead to cardiac arrest.

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CPR Playlist

The songs on this list are between 100 - 120 beats per minute, the same rate at which you should perform compressions when administering CPR.

Hands-Only CPR
2 STEPS TO SAVE A LIFE

1. CALL 911
Call 911 if you see a teen or adult suddenly collapse.

2. PUSH HARD & FAST
Push hard and fast in the center of the chest to the beat of a familiar song that has 100 to 120 beats per minute.

CPR Playlist
Stayin' Alive - Bee Gees
Adventure of a Lifetime - Coldplay
Can't Stop the Feeling - Justin Timberlake
One Dance - Drake, Wizkid, Kyla
Call Me Maybe - Carly Rae Jepsen
Just Dance - Lady Gaga, Colby O'Donis
Poker Face - Lady Gaga
Uptown Funk - Mark Ronson, Bruno Mars
Wannabe - Spice Girls
All Star - Smash Mouth
Best Day of My Life - American Authors
Brand New Day - Sting
Billie Jean - Michael Jackson
Just a Girl - No Doubt
Bye Bye Bye - *NSYNC
More Than A Feeling - Boston
Eye of the Tiger - Survivor
Grenade - Bruno Mars
This Is How We Do It - Montell Jordan, Wino
Ring of Fire - Johnny Cash
Rolling in the Deep - Adele
Take a Chance on Me - ABBA
Ice Ice Baby - Vanilla Ice
Jump - Kris Kross
Rhythm Nation - Janet Jackson
Wherever, Wherever - Shokila
Gettin' Jiggy Wit It - Will Smith
Get Outta My Dreams, Get Into My Car - Billy Ocean
I Wanna Dance with Somebody (Who Loves Me) - Whitney Houston

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NEWSLETTER COPY

Option 1

Subject Line:

Learn CPR during CPR and AED Awareness Week!

Preview Text:

Will you be ready to save the life of someone you love?

Email Copy

Headline:

Join the Nation of Lifesavers this summer!

Body:

More than 350,000 out-of-hospital cardiac arrests occur every year in the United States and 90% will be fatal. Immediate CPR and AED (automated external defibrillator) use can double or even triple someone's chance of surviving cardiac arrest. But sadly, less than half of all people who need this lifesaving intervention receive CPR from bystanders before professional help arrives.

This CPR and AED Awareness Week, the American Heart Association is challenging everyone to join the Nation of Lifesavers and commit to make CPR and AED awareness and education a permanent fixture in all communities across the country.

Would you know how to save a life in a cardiac emergency?

Call to Action:

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



NEWSLETTER COPY

Option 2

Subject Line:

Learn Hands-Only CPR this CPR and AED Awareness Week

Preview Text:

Join the Nation of Lifesavers!

Email Copy

Headline:

2 Steps to Save a Life

Body:

Hands-Only CPR has been shown to be as effective in the first few minutes as conventional CPR for cardiac arrest at home, at work or in public.

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"). For more CPR songs [click here](#).

For teens and adults, Hands-Only CPR could save their life. For infants and children, the American Heart Association recommends CPR with breaths.

More than 23,000 children experience cardiac arrest outside of the hospital each year. 40% are related to sports. Nearly 20% are infants. [Watch here](#) to learn how to provide CPR for a child or infant.

Join the American Heart Association's 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 MESSAGING

- Cardiac arrest is a leading cause of death in the world.
- Less than half of people who experience cardiac arrest receive CPR from people nearby while waiting for emergency responders to arrive.
- There are straightforward solutions to this problem – awareness and education to have cardiac emergency response plans in place, CPR education and AED training/accessibility.
- The American Heart Association's Nation of Lifesavers initiative is turning 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.
- The American Heart Association has set a goal of doubling the survival of cardiac arrest by 2030. Immediate CPR and defibrillation are key strategies to achieving that goal.
- Knowing how to properly perform CPR has encouraged more people to act when faced with a cardiac emergency.
- For adults and teens, Hands-Only CPR can double or even triple the chance of survival. Infants and children need CPR including breaths.
- More than 23,000 children experience cardiac arrest outside of the hospital each year. 40% are related to sports. Nearly 20% are infants.
- CPR is a lifesaving skill that most people can learn and perform correctly.
- Join the American Heart Association's Nation of Lifesavers by learning CPR to transition from bystander to lifesaver.

BYSTANDER INTERVENTION

- In the U.S., health inequities are systematic differences in the health status of different groups and are the result of barriers such as racism, poverty, discrimination, lack of affordable housing, quality education and access to health care.
- A staggering 90% of people who suffer cardiac arrest outside of a hospital setting do not survive. However, CPR, especially if performed immediately, can double, or triple a cardiac arrest victim's chance of survival.
- Unfortunately, less than half of people who experience an out- of-hospital cardiac arrest receive CPR before professional help arrives.
- Women are less likely to receive CPR from a bystander. Barriers include fear of legal ramifications and accusations of inappropriate touching.
- Black or Hispanic adults who experience cardiac arrest outside a hospital setting are substantially less likely to receive lifesaving care from a bystander.
- Research has shown lower rates of bystander CPR and a need for more CPR training in communities with low socioeconomic status and those with predominantly Black and Hispanic populations.
- Studies of in the U.S. have shown that bystanders were less likely to initiate CPR for people experiencing cardiac arrest in low-income Black neighborhoods or in predominantly Hispanic neighborhoods.

Contact your American Heart Association Communications Director for citations and references.

CREATIVE IDEAS FOR COMPANIES

HEALTHY COMPETITION

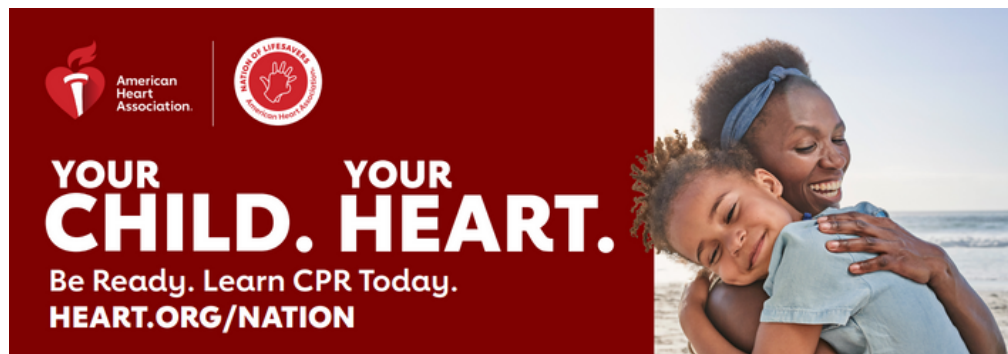
- During CPR & AED Awareness Week, host a friendly competition with your local office to see how many employees could be trained in Hands-Only CPR by the end of the week. Encourage participation by:
 - Hosting an American Heart Association CPR training class open to all employees
 - Not enough time for an official class? Work with your local American Heart Association to host a CPR experience at your office where your team can get hands on experience and insight from AHA staff.
 - No space for a CPR set up? Simply send out a link to this video and ask your team to take just 60 seconds to learn Hands-Only CPR.
 - Bonus Tip: Encourage employees to check in at the AHA CPR experience where they can sign up for Heart Walk and show they've watched the video to get credit for joining the Nation of Lifesavers.
- Want even more competition? Challenge other nearby office communities or even professional partners to see how many of their team can learn CPR this week!
 - Friendly competition raises awareness of CPR education and signals your investment in the health of your employees and your community.
 - For help promoting and managing this during CPR Week work with your local American Heart Association Heart Walk Director and Communications Director.

CREATIVE IDEAS FOR COMPANIES

CPR BY THE NUMBERS

- **3 minutes or less** - Community Emergency Response Plans, or CERPs, say someone should be able to retrieve an AED and deliver it to any location within the building, ideally within 3 minutes of being notified of a possible cardiac emergency. Yet, only 50% of employees know where to find an AED at work. Invite employees to find the AED closest to them. How many people knew where to find it? How many got there in 3 minutes or less? Encourage employees to time this activity, post on social media and tag your company and @American_Heart to raise awareness.
- Chest compressions should be between **100-120 beats per minute, or bpm**. Encourage employees to listen to the American Heart Association's Spotify playlist, Don't Drop the Beat, or make their own and share with their team. It's an upbeat rhythm perfect for training for Heart Walk, too!
- An American Heart Association survey found that **65% of people** would experience some level of hesitation before assisting during a medical emergency. Being able to properly identify the signs and symptoms of cardiac arrest, and knowing what to do can help people feel confident to step in in an emergency. Share an email survey with your team to learn how many folks are confident they would step in if a colleague suddenly collapsed.

EMAIL BANNERS



SOCIAL MEDIA PREVIEW



SOCIAL MEDIA PREVIEW



Hispanic-Latino Audience



Asian American Audience



To find the downloadable assets in this toolkit

CLICK HERE



*Thank you for your support during
CPR and AED Awareness Week!*

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