



# 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](http://heart.org/nation).

### Corporate Audiences:

Sign up for a Heart Walk in your city at [heart.org/nation](http://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](https://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](#)**







# 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](http://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](http://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

¿Estás preparado para salvar la vida de tus hijos?

Más de 23,000 niños tienen paros cardíacos cada año.

Encuentra un curso de RCP en [heart.org/nacion](http://heart.org/nacion)

¿Estarás preparado para **salvar** la vida de un **ser querido**?

Encuentra un curso de RCP en [heart.org/nacion](http://heart.org/nacion)

## Asian American Audience

**BE READY WITH HANDS-ONLY CPR**

About 10,000 cardiac arrests occur in the workplace each year.\*

\*Source: The US Occupational Safety & Health Administration

**MAGING READY PARA SA KANILA**

Over 70% ng cardiac arrest sa labas ng hospital ay nangyayari sa mga bahay.

Protektahan ang family mo by learning Hands-Only CPR.

To find the downloadable assets in this toolkit

**[CLICK HERE](#)**



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

*Walgreens*

*is a proud national sponsor of  
Nation of Lifesavers*