



Dear Participant,

We are excited to invite you to participate in the **Lend a Hand, Save a Life CPR Challenge**, a statewide campaign that seeks to educate Pennsylvanians on how to respond to sudden cardiac arrest, a leading killer of Americans.

This campaign is a call to action for EMS providers, health educators and community leaders to teach the general public about sudden cardiac arrest and train as many people as possible across the commonwealth in the basic principles of CPR. Research has shown that when CPR is administered immediately after a sudden cardiac arrest, the survival rate can increase by 50 percent. The campaign was launched in November, 2012, with a goal of training 250,000 people in hands-only CPR by the end of EMS Week in May 2013. With a little healthy competition in play, providers rose to the occasion to surpass our initial goal, and 323,273 Pennsylvanians now have the skills that could enable them to save a life.

Riding on this success and the enthusiasm of the trainers, we are raising the bar even higher with a goal of 1,000,000 people trained by the end of National Heart Month, February 28, 2014.

We are requesting your assistance in reaching this ambitious goal. Hands-only CPR takes only a few minutes to demonstrate, so it is easily incorporated into breaks in sporting events, like half-time intermissions, commercial time-outs or opening ceremonies. Over the last few months we have seen Stayin' Alive flash mobs in a Lancaster market, middle school students demonstrating the technique on school TV, and young professionals groups taking a break from happy hour to learn this life-saving method.

With the enclosed resource packet, representatives from your organization can get creative and customize an event that benefits your community and your own public image at the same time. Organizations are encouraged to share their activities with local media to increase awareness even further. As in the initial phase of this challenge, organizations reaching the most people will be formally recognized and awarded prizes.

Improving survival from cardiac arrest requires a collective community response, which begins with making sure everyone knows how to call 911 and do CPR. Please join us by teaching your own community these simple steps. Together, we can save more lives!

For questions regarding the **Lend a Hand, Save a Life CPR Challenge**, please contact Dennis Smith, EMS program specialist in the Bureau of Emergency Medical Services, at 717-547-3172 or via email at dennsmith@pa.gov.

Thank you for your commitment to improving health care in our Commonwealth, and to saving the lives of its citizens.

Sincerely,

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SAMPLE SCRIPT FOR HANDS-ONLY CPR DEMONSTRATION

(For a crowd, i.e. during half-time of a sports game, or on stage during a concert intermission)

“Hello and thanks for having us here today.

My name is _____ and I am from the _____ Emergency Health Services Council.

We are a not-for-profit organization who work with the Pennsylvania Department of Health --- overseeing the development and improvement of the emergency medical services system in our (# of counties)_ county region --- (Name counties)

As a part of a program called the **Pennsylvania HeartRescue Project**, we are representing all of the ambulance services and other emergency services in the area ... to raise awareness about sudden cardiac arrest and what to do if you see someone collapse...

Our goal is to increase the survival rate from sudden cardiac arrest in our region by 50%...

AND we NEED YOUR HELP!!

With that in mind, we are here with a “gift of life” for you today!

[Someone grabs his chest and starts to collapse]

Would you know what to do if someone suddenly collapsed in front of you?

If you see a teen or adult suddenly collapse, it’s important to act fast. Helping to save a life is easier than you might think.

Just start hands-only CPR

[Someone enters the court and starts to treat the victim in concert with the instructions]

First, shake the person and shout “Are you ok?”

If no response, send someone to call 911 and find an AED, or call 911 yourself.

Then, get directly over the victim. Put the heel of one hand in the center of the chest.

Then put your other hand on top of the first.

With straight arms, push hard and fast in the center of the chest at a rate of 100 times per minute, allowing the chest to recoil each time. *(continued on next page)*



To keep the beat, think of the song “Stayin Alive” by the Bee-Gees.

[Stayin’ Alive starts to play]

[Volunteers enter the court with manikins --- Surround demonstration and do hands-only CPR to the beat of the music]

Keep pushing until help arrives.

If an AED is available, turn it on and follow the instructions.

[AED arrives --- Someone emphasizes the instructions and uses the AED]

[Music fades down and out until the shock is delivered and CPR starts again]

[Music starts again as CPR continues]

[Music fades out as speaker starts to talk again]

Let’s hope you never have to use hands-only CPR, but if you see a teen or adult suddenly collapse, don’t be afraid to try it.

Remember: Call 911. Then push hard and fast in the center of the chest until help arrives.

Your actions can help save a life.

Every minute that goes by means nearly a 10% less chance that the victim will survive!!

[Victim stands up – high fives person who performed and others]

[Volunteers stand afterwards – turn with their manikins and face the audience]

Ladies and gentleman --- that is our gift to you. The ability to “Lend a Hand and Save a Life”

How about a round of applause for the victim, our volunteers and to _____ for giving us the opportunity to provide this gift to you!!

For more information about how to “Lend a Hand and Save a Life,” stop at the booth or see any one of our volunteers!!

Thank you and please have a happy and safe holiday season (or enjoy your night, etc)....”

[Music plays as volunteers leave the floor]



SAMPLE SCRIPT FOR TEACHING HANDS-ONLY CPR

(short version)

Facilitator:

“Would you know what to do if someone collapsed?”

If you see a teen or adult suddenly collapse, it’s important to act fast. Helping to save a life is easier than you might think. Just start hands-only CPR.

First, shake the person and shout “Are you ok?” If no response, send someone to call 911 and find an AED, or call 911 yourself.

Then, get directly over the victim. Put the heel of one hand in the center of the chest. Then put your other hand on top of the first.

With straight arms, push hard and fast in the center of the chest at a rate of 100 times per minute, allowing the chest to recoil each time. To keep the beat, think of the song “Stayin Alive” by the Bee-Gees.

Keep pushing until help arrives. If an AED is available, turn it on and follow the instructions.

Let’s hope you never have to use hands-only CPR, but if you see a teen or adult suddenly collapse, don’t be afraid to try it.

Remember: Call 911. Then push hard and fast in the center of the chest until help arrives.

Your actions can help save a life.”

Note: For unconscious children (age 8 or under), or for adult victims of drowning or choking, start regular CPR by pushing 30 times on the center of the chest followed by 2 mouth to mouth breaths. However, even in these cases, hands-only CPR is better than doing nothing.



KEY MESSAGES FOR COMMUNITY OUTREACH

WHAT IS BYSTANDER CPR?

- CPR done by a friend, family member, or anyone who can help if someone collapses and is unresponsive
- Life-saving knowledge that everyone needs to know

WHAT IS HANDS-ONLY CPR?

- CPR that focuses on immediate chest compressions, and does not include mouth-to-mouth breaths
- This simple message reduces barriers to training. It is easier to remember (compared to the previous approach of teaching rescue breaths), and emphasizes that you can save a life with very basic knowledge and skills
- Hands-only CPR has been proven to be as effective as conventional CPR in treating adult cardiac arrest victims.
- The American Heart Association has recommended hands-only CPR for adults since 2008

BYSTANDER CPR is CRUCIAL to SURVIVAL

- Starting CPR immediately is one of the most critical factors in whether someone survives. **Don't wait until the ambulance arrives.** For every minute that passes without CPR, survival decreases by 10%.
- Immediate bystander CPR doubles or triples the chances of survival.
- Almost 80% of sudden cardiac arrests happen at home and are witnessed by a loved one. By knowing CPR, you could help save your loved one's life.

SUDDEN CARDIAC ARREST CAN HAPPEN to ANYONE, ANYTIME, ANYWHERE

- More than 350,000 Americans each year die from SCA, which is more than lung cancer, breast cancer, prostate cancer, and AIDS **combined**.
- It is not just something that affects elderly or sick people. More than 2,000 young people (under 25) die each year. Many victims appear healthy and have no known risk factors.
- SCA is different from a heart attack. SCA stops the heart due to an electrical problem, and the person loses consciousness and has no pulse; A heart attack is caused by a block in the blood supply to the heart muscle. A heart attack may cause SCA, but they are not the same.

OVERCOMING FEAR FACTOR:

- You can't hurt the victim. Your actions can only help!
- You are legally protected by the Good Samaritan Act.

For additional CPR training, please contact your local American Red Cross or American Heart Association



IDEAS FOR COMMUNITY OUTREACH

- Offer short hands-only CPR demos and training sessions during stand-by's at local events
- Hold a mass CPR training event in partnership with local sports teams, clubs and schools
- Offer ongoing training at fire stations or other health or training facilities
- Encourage businesses and schools to have an emergency response plan
- Demonstrate CPR on camera for a local TV network or for a video that can be shared online
- Coordinate a survivor celebration event to honor the 911 callers, EMS professionals, and bystanders who helped save a life
- Involve local leaders, media personalities, celebrities, and sports stars who have strong influence and can be advocates
- Volunteer for public appearances, media opportunities, and safety fairs in your community
- Organize a CPR flash mob at your local college campus or other public space

If you have manikins available:

- Have participants practice, giving feedback on the following areas that often need attention :
 - Position hands in the center of the chest
 - Push with straight arms and elbows locked
 - Position body for maximum leverage, kneeling directly over the manikin
 - Allow for the chest to completely release each time
 - Push fast (100 times per minute) and deep (2 inches)

Sample group activities if you do not have manikins:

- Have participants clap their hands to the beat of "Stayin Alive" by the BeeGees to get a sense of what 100 beats per minute feels like
- Have participants place the heel of their hand in the center of their own chest, between the nipples to understand the correct placement
- Have participants repeat the steps: "Call 911," "Push Hard and Fast," "Use an AED"
- Show a video of hands-only CPR, or do a live demonstration



ONLINE RESOURCES

Short videos on how to do hands-only CPR

- 1) <http://www.cnn.com/video/#/video/health/2009/10/13/cheat.death.cpr.demo.cnn>
- 2) http://www.heart.org/HEARTORG/CPRAndECC/HandsOnlyCPR/Hands-Only-CPR_UCM_440559_SubHomePage.jsp

Save-a-Life Simulator and PSA: www.heartrescuenow.com

Examples of CPR flash mobs and other public awareness events for large crowds

- 1) Mall Flash Mob: http://www.youtube.com/watch?v=nIJG6Bz_7cl
- 2) Festival Flash Mob: <http://www.youtube.com/watch?v=4yICKTywmlA>
- 3) Youth CPR Rap: <http://www.youtube.com/watch?v=HGUArt5tro0&feature=relmfu>
- 4) Basketball Game Half-time Demonstration and Flash Mob: <http://www.youtube.com/watch?v=HFeEYumVg9M&NR=1&feature=fvwp>

General resources on CPR and Sudden Cardiac Arrest

- 1) HeartRescue Project: www.heartrescueproject.com
- 2) American Heart Association: www.heart.org/handsonlycpr
- 3) Sudden Cardiac Arrest Foundation: www.sca-aware.org
- 4) Sudden Cardiac Arrest Association: www.suddencardiacarrest.org

School/Youth CPR Programs

- 1) Anyone Can Save a Life: www.anyonecansavealife.org
- 2) Be the Beat: www.bethebeat.heart.org
- 3) Parent Heart Watch: www.parentheartwatch.org

Survivor Resources

- 1) SCA Survivor Network: <http://www.sca-aware.org/sca-survivor-network>
- 2) Survivor Stories: <http://www.suddencardiacarrest.org/aws/SCAA/pt/sp/survivors>

For certification courses and additional training:

- 1) American Heart Association: www.heart.org
- 2) American Red Cross: www.redcross.org



ABOUT THE CHALLENGE

The ***Lend a Hand, Save a Life CPR Challenge*** seeks to educate Pennsylvanians on how to respond to sudden cardiac arrest (SCA), a leading killer of Americans. The campaign is a call to action to EMS providers, health educators, and community leaders to teach the general public about SCA and train 1 million people across the Commonwealth in bystander CPR, with the overall goal of improving survival rates for out of hospital sudden cardiac arrest.

Lend a Hand, Save a Life CPR Challenge

- Partners: Joint collaboration between the Pennsylvania Department of Health Bureau of EMS, the Pennsylvania HeartRescue Project, and the American Heart Association
- Goal: Educate **1 million** people in Pennsylvania to recognize SCA and know how to respond
- Model: Encourage EMS agencies and AHA training centers to collaborate with their local schools, sports teams, colleges, businesses, and community groups to host CPR training events, and incorporate training into large-scale public events (for example, a 5 minute hands-only CPR demo during halftime at a sports game or at intermission of a concert)
- Events: Materials are available to assist groups in their outreach and training, which include a banner, a Resource Packet (including FAQ's on CPR and SCA, scripts for trainers, event ideas, poster template, and message guide), and give-aways (including wallet cards with hands-only CPR instructions and silicone bracelets with the campaign slogan)
- Tracking: Participating groups should register their events online at www.heart.org/lendahandsavealife to track how many people they trained and the date and location of the training. Numbers will be reflected graphically (ie a "goal thermometer") so the public will be able to follow progress
- Timeline: Launched on January 7, 2013 and will run through February 28, 2014 (the end of Heart Month); All trainings as of November 1, 2012 can be included and count towards the goal
- Incentives: Prizes will be distributed at a closing awards ceremony to the top groups (based on number of people reached).

Goals:

- 1) Improve bystander CPR rates in Pennsylvania, as a step towards improving overall survival of out of hospital SCA
- 2) Train 250,000 people across Pennsylvania in bystander CPR
 - Focus on hands-only CPR
 - Emphasize a simple, action-oriented message
- 3) Increase public awareness of SCA, the importance of knowing how to respond, and the simple steps to take action
 - Educate about SCA and that it can happen to anyone (regardless of age, known symptoms)
 - Educate on the difference between heart attack and SCA



- Promote a social expectation that citizens must help and they are critical to survival
 - Break down barriers to CPR (ie. fear of harming the victim, or not doing it right)
 - Encourage confidence and immediate action
 - Draw public attention to SCA, an overlooked cause of death
- 4) Develop an integrated community response to SCA by encouraging collaboration among public officials, emergency medical services, schools, businesses, community organizations, and the general public
- 5) Strengthen alliances between leaders and stakeholders in the field of sudden cardiac arrest, thus strengthening the system of care in Pennsylvania

Hands-Only CPR Campaign Messaging

- Hands-only CPR has just 3 easy steps (1) Call 911 (2) Push hard and fast in the center of the chest (3) Use an AED if available
- This simple message reduces barriers to training. It is easier to remember (compared to previous approach of teaching rescue breaths, etc), and emphasizes that you can save a life with very basic knowledge and skills
- Hands-only CPR has been proven to be as effective as CPR with breaths in treating adult cardiac arrest victims
- The American Heart Association has recommended hands-only CPR for adults since 2008
- Everyone should know how to call 911, start chest compressions, and find and use an AED

Sudden Cardiac Arrest Facts

- Sudden cardiac arrest is a leading cause of death in the U.S. - killing more than 350,000 Americans each year
- Nationally, only 8% of those who suffer SCA survive - a rate that hasn't changed significantly in 30 years
- Survival rates vary from 1%-50%, depending on where you live in the country; in PA that number is 10%
- SCA is a treatable disease. Improving survival requires coordinated community response by the general public, first responders, EMS services and in-hospital care givers
- Success begins with public bystanders. Communities with higher bystander CPR participation have higher SCA survival rates
- Immediate bystander CPR **doubles** or **triples** the chance of survival
- 80% of SCA events occur in the home