



2024

AMERICAN HEART MONTH

JOIN US IN CREATING A NATION OF LIFESAVERS™



American
Heart
Association.



JOIN US IN CREATING A NATION OF LIFESAVERS™

This February, in celebration of American Heart Month and the American Heart Association's 100th birthday, the American Heart Association is urging every family in the US to join the Nation of Lifesavers™ by learning CPR.

With more than 350,000 people experiencing cardiac arrests outside of a hospital, including 23,000 children, CPR is a critical skill that kids as young as 9 years old can learn.

Will you be ready to save the life of someone you love? Help us share this goal, learn more and find a CPR class at heart.org/nation.

How to join the Nation of Lifesavers™

Joining the Nation of Lifesavers is easier than ever with many learning options available to families.

Families can:



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

(Also available in Spanish and Chinese)

3 Primary Messages

1

Did you know children as young as 9 can learn CPR?

2

Are you ready to save your child's life? More than 23,000 children have a cardiac arrest each year.

3

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



American Heart Month Calls-to-Action

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

Learn more and find a CPR class at heart.org/nation.

Find a CPR class 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 (AVAILABLE IN ENGLISH, SPANISH AND CHINESE)**
- **PSA**
- **SOCIAL MEDIA**
- **WEB BANNERS**
- **POSTERS**
- **BLACK HISTORY MONTH KEY MESSAGES**

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INFOGRAPHICS

CARDIAC ARREST VS. HEART ATTACK

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

WHAT IS CARDIAC ARREST?	WHAT IS A HEART ATTACK?
<p>CARDIAC ARREST occurs when the heart malfunctions and stops beating unexpectedly.</p> <p>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.</p> <p>WHAT HAPPENS</p> <p>Seconds later, a person becomes unresponsive, is not breathing or is only gasping. Death occurs within minutes if the victim does not receive treatment.</p> <p>WHAT TO DO</p> <p>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.</p> <p>CARDIAC ARREST IS A LEADING CAUSE OF DEATH.</p> <p>Cardiac arrest affects thousands of people annually with about three quarters of them occurring in the home.</p> <p>Fast action can save lives.</p>	<p>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.</p> <p>WHAT HAPPENS</p> <p>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.</p> <p>The heart attack symptoms in women can be different than men (shortness of breath, nausea/vomiting, and back or jaw pain).</p> <p>WHAT TO DO</p> <p>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 are also trained to revive someone whose heart has stopped. Patients with chest pain who arrive by ambulance usually receive faster treatment at the hospital, too.</p>

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Cardiac Arrest vs. Heart Attack

[CLICK HERE to download \(updated 2024\)](#)

**Hands-Only CPR:
Two Steps to Save a Life**

[CLICK HERE to download](#)

Hands-Only CPR

Join a Nation of Lifesavers today.

TWO STEPS TO SAVE A LIFE

1

Call 911.

2

Push hard and fast in the center of the chest.

Know it. Feel it. Push it. Keep it.

Transforming a Nation of Bystanders into a Nation of Lifesavers.

heart.org
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FACT SHEETS & CPR PLAYLIST

Hands-Only CPR Fact Sheet

Why Learn Hands-Only CPR?
Cardiac arrest – an electrical malfunction in the heart that causes an irregular heartbeat (arrhythmia) and disrupts the flow of blood to the brain, lungs and other organs – is a leading cause of death. Each year, more than 350,000 EMS-assessed out-of-hospital cardiac arrests occur in the United States.

When a person has a cardiac arrest, survival depends on immediately receiving CPR from someone nearby.

According to the American Heart Association, about 50 percent of people who suffer out-of-hospital cardiac arrests die. CPR, especially if performed immediately, can double or triple a cardiac arrest victim's chance of survival.

Be the Difference for Someone You Love
If you are called on to give CPR in an emergency, you will most likely be trying to save the life of someone you love: a child, a spouse, a parent or a friend.

70%
Nearly 3 out of 4 of out-of-hospital cardiac arrests happen in homes.

Only about 40% of people who experience an out-of-hospital cardiac arrest receive the immediate help that they need before professional help arrives.

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 just two easy steps, performed in this order:

- 1** Call 911 if you see a teen or adult suddenly collapse.
- 2** 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.

Call 911
The telecommunicator on the other end of the line can assist you while getting the emergency help you need on the way.

Music Can Save Lives
Song examples include "Stayin' Alive" by Bee Gees, "Crazy in Love" by Beyoncé featuring Jay-Z, "Rips Don't Lie" by Shakira or "Walk the Line" by Johnny Cash. People feel more confident performing Hands-Only CPR and are more likely to remember the correct rate when trained to the beat of a familiar song.

When performing CPR, you should push on the chest at a rate of 100 to 120 compressions per minute, which corresponds to the beat of the song examples above.

Learn How to Save a Life
Watch the Hands-Only CPR video at heart.org and share it with the important people in your life. Hands-Only CPR is a national introduction to CPR, and the AHA encourages everyone to learn conventional CPR as a next step. You can find a CPR class near you at heart.org/CPR.

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.

To learn more, visit heart.org.
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AED Fact Sheet

Early Defibrillation

- More than 15% of out-of-hospital cardiac arrests occur in a public location; therefore, public-access automated external defibrillators (AEDs) and community training have a large role to play in early defibrillation. However, the number of patients who have an AED applied by a bystander remains low, occurring after only 10.2% of public arrests.
- In 2021, 28.7% of patients in the Cardiac Arrest Registry to Enhance Survival (CARES) were defibrillated in the field. The proportion of patients first defibrillated by a bystander was 4.8%, whereas 19.1% and 76.3% were first defibrillated by a first responder or emergency medical services personnel, respectively.

Functionality

- Inside the AED box are pads and a diagram that shows where to place the pads on bare skin. Once the device is turned on, a voice tells the person using it exactly what to do. Some devices offer this instruction in Spanish, but most are English-speaking.
- The first thing the AED will do is determine whether an electric shock is needed by analyzing the person's heart rhythm. You should only stop cardiopulmonary resuscitation (CPR) while the machine is doing this analysis. If no shock is advised, it will tell you to resume CPR. If there is a shockable rhythm, it will tell you to press the Shock button and then to resume CPR.

More Stats

Your chance of survival while waiting for emergency medical services during a cardiac emergency decrease by **10% every minute** without CPR.

Of the people with cardiac arrest who receive a shock from an AED in the first minute, **8 out of 10 live**.

Bystanders administer CPR about **40% of the time** and AEDs even less so.

AEDs at Work

- Are you one of the 50% who can locate an AED at your work? With 10,000 cardiac arrests happening in the workplace annually, you have the potential to save thousands of lives. Immediate CPR and use of an AED can double, or even triple, survival rates.
- The American Heart Association does not recommend one device over another. The AED you choose should be simple and easy to use.

Children and AEDs

Children older than 8 years can be treated with a standard AED. For children 1 to 8 years old, the American Heart Association recommends the pediatric-attenuated pads that are purchased separately. In infants younger than 1 year, a manual defibrillator is preferred. If a manual defibrillator is not available, an AED with a dose attenuator may be used.

CARES 2021 Annual Report. Cardiac Arrest Registry to Enhance Survival (CARES). <https://registry.nhlbi.nih.gov/cares/>

See CR. Adley, AE, Almonroy J, et al. for the American Heart Association Council on Epidemiology and Prevention Statistics Committee and Stroke Statistics Subcommittee. Heart disease and stroke statistics—2022 update: a report from the American Heart Association. Circulation. 2022;145(8):e117-202. doi: 10.1161/01.CIR.0000000000000002

Visit heart.org/AED to learn more.
#CPRisPower #NationOfLifesavers

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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.

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 – Justin Dance
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
Whenever, Wherever – Shakira
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

HANDS-ONLY CPR

2 STEPS TO SAVE A LIFE

1. CALL 911

2. PUSH HARD & FAST

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

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.

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EMAIL BANNERS



Will **YOU** be ready to **SAVE** the life of **SOMEONE** you love?


heart.org/nation





Did you know
KIDS AS YOUNG AS 9
can learn CPR?


heart.org/nation





Will **YOU** be ready to **SAVE** the life of **SOMEONE** you love?

heart.org/nation



Did you know
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NEWSLETTER COPY



Option 1

Subject Line:

Learn CPR this Heart Month!

Preview Text:

You can be the difference

Email Copy

Headline:

Join the Nation of Lifesavers!

Body:

More than 350,000 out-of-hospital cardiac arrests occur every year in the United States and 7 in 10 people in America say they feel powerless to act in the face of a cardiac emergency.

As a result, less than half of all people who need this lifesaving skill receive CPR from bystanders before professional help arrives.

This American Heart Month, the American Heart Association is challenging everyone to join the Nation of Lifesavers and commit to make CPR and AED (automated external defibrillator) awareness and education a permanent fixture in all communities across the country.

Call to Action:

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

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NEWSLETTER COPY

Option 2

Subject Line:

Learn Hands-Only CPR this Heart Month

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”).

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 MESSAGING

Available in English, Spanish and Chinese

- For Heart Month, we want every family and home to have someone who knows CPR.
- The goal of the American Heart Association's Nation of Lifesavers initiative is 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.
- Together we can save lives.
- The American Heart Association has set a goal of doubling the survival of cardiac arrest by 2030.
- 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.
- Immediate CPR and defibrillation are key to doubling the survival rate of cardiac arrest by 2030.
- Cardiac arrest is a leading cause of death in the world.
- There are straightforward solutions to this problem – awareness and education to have cardiac emergency response plans in place, CPR education and AED training/accessibility.
- In a consumer survey, 70% of respondents said they were not confident they would respond with CPR in a cardiac emergency.
- Knowing how to properly perform CPR has encouraged more people to act when faced with a cardiac emergency.

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BE READY PSA



:15 and :30 spots available

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SOCIAL MEDIA PREVIEW



Will **YOU**
be ready
to **SAVE**
the life of
SOMEONE
you love?



More than
23,000 children
experience cardiac
arrest every year.

Are **YOU** ready to save
your child's life?

Find a CPR class at heart.org/nation



Did you know
**KIDS AS
YOUNG AS 9**
can learn **CPR?**

Find a CPR class at heart.org/nation

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SOCIAL MEDIA COVER PHOTOS



X Cover Photo



Facebook Cover Photo

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WEB BANNERS


Multiple Sizes





 American Heart Association. 

Did you know
KIDS AS YOUNG AS 9
can learn CPR?

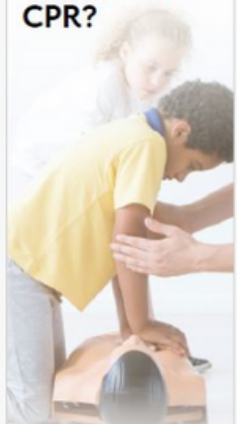
Learn more and find a class at heart.org/nation





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Will **YOU** be ready to **SAVE** the life of **SOMEONE** you love?

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 American Heart Association. 

Did you know
KIDS AS YOUNG AS 9
can learn CPR?

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POSTERS



Did you know
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BLACK HISTORY MONTH

The Intersection of Nation of Lifesavers and Black History Month

Black History Month serves as a poignant backdrop for the Nation of Lifesavers campaign, aligning the principles of empowerment, community engagement, and health equity.

As we celebrate the rich heritage and resilience of the Black community, the American Heart Association recognizes the importance of fostering heart health education and building a legacy of health.

Why is learning CPR important for Black Americans?

Black Americans have the highest incidence of cardiac arrest outside of the hospital and are significantly less likely to survive.

Cardiac arrest in Black neighborhoods is associated with alarmingly low treatment and survival rates and studies have shown lower rates of both bystander CPR and bystander AED use in these neighborhoods.

We need to change this trajectory.



DISPARITIES AND STATISTICS

- 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.
- Cardiac arrest occurs when there is an electrical malfunction in the heart's rhythm that results in a loss of blood flow to the heart, lungs, brain, and other organs. About 70% of out-of-hospital cardiac arrests happen in the home. Learning CPR can save the life of someone you know and love.
- 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, approximately 40% of people who experience an out-of-hospital cardiac arrest receive CPR before professional help arrives. In some communities, this number is even higher.
- Black or Hispanic adults who experience cardiac arrest outside a hospital setting are substantially less likely to receive lifesaving care from a bystander. The American Heart Association is working to change this by empowering members of these communities to learn lifesaving CPR.
- 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 laypeople were less likely to initiate CPR for people experiencing cardiac arrest in low-income Black neighborhoods or in predominantly Hispanic neighborhoods than in high-income white neighborhoods.



COMMUNITY HEALTH

- **Heart Health Equity:** In honor of Black History Month, let's unite to promote heart health equity. Access to CPR and AED training is crucial for every community. Find a class at heart.org/blackhistorymonth.
- **Community Resilience:** Celebrating our rich history means building a healthier future together. Let's turn bystanders into lifesavers, ensuring everyone has the skills to respond in a cardiac emergency. Find a class at heart.org/blackhistorymonth.
- **Cultural Empowerment:** Our history is our strength. This Black History Month, let's empower our communities with life-saving skills. Let's turn bystanders into lifesavers, empowering individuals to save lives through CPR and AED training. Find a class at heart.org/blackhistorymonth.
- **Saving Lives Together:** Every beat of our hearts tells a story. This Black History Month, let's add a new chapter by coming together to learn CPR and AED use. Let's turn bystanders into lifesavers. Find a class at heart.org/blackhistorymonth.
- **Knowledge is Power:** Knowledge is a legacy worth passing on. During Black History Month, let's celebrate by empowering each other with the knowledge of CPR and AED use. Find a class at heart.org/blackhistorymonth.
- **CPR Champions:** In the spirit of Black History Month, become a CPR champion in your community. Champion the cause of heart health and the importance of life-saving skills for everyone. Learn more at heart.org/blackhistorymonth.



COMMUNITY HEALTH

- **Heart Health Heroes:** Black history is filled with heroes. This month, let's create new heroes by learning CPR and AED skills. Let's turn bystanders into lifesavers, empowering individuals to save lives. Find a class at heart.org/blackhistorymonth.
- **Heartful Unity:** This Black History Month, let's come together with heartfelt unity. Be a lifesaver that unites our community in the shared mission of promoting heart health and saving lives through CPR and AED training. Find a class at heart.org/blackhistorymonth.
- **Legacy of Life:** Our legacy is written in the rhythms of our hearts. This Black History Month, let's add to that legacy by learning CPR and AED techniques. Let's turn bystanders into lifesavers. Find a class at heart.org/blackhistorymonth.
- **Empower, Educate, Elevate:** Empower yourself, educate others, and elevate our community's heart health. This Black History Month, let's create a healthier future for generations to come. Learn more at heart.org/blackhistorymonth.



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!**



**American
Heart
Association.**

