



**American  
Heart  
Association.**

**CPR & First Aid**

# **HANDS-ONLY™ CPR**

**Facilitator Guide**

**Push to the  
beat of the song  
“Stayin’ Alive”**

**Using a CPR ANYTIME® kit**



**[www.heart.org/handsonlycpr](http://www.heart.org/handsonlycpr)**

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# Introduction to Facilitating a Hands-Only CPR Course

The American Heart Association (AHA) would like to thank you for facilitating a Hands-Only CPR event using CPR Anytime kits. CPR is easy to learn and perform, and anyone can do it. CPR saves lives, and the more people who know it, the better.

By facilitating this course, you're helping people acquire the knowledge and skills needed to perform CPR and save lives. All you'll need to run this course is a TV or computer with a DVD player, a remote control, and your CPR Anytime kit.

The video lessons on the DVD will teach CPR. You'll help the event run smoothly. Your responsibilities include

- Setting up equipment and starting the DVD
- Setting up the room
- Handing out kits
- Providing details about breaks, bathrooms, etc.

The actual teaching will be done entirely by the video. That's why you don't need to have any experience to facilitate this course. You don't even need to have taken a CPR course before.

Thanks again for helping more people learn lifesaving skills.

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## What Is CPR Anytime?

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CPR Anytime kit is a self-directed, personal CPR program designed to teach the core skills of CPR in about 20 minutes. Every Hands-Only CPR participant should receive their own kit. Order your CPR Anytime kits at [www.cpranytime.org](http://www.cpranytime.org).

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## How It Works

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Be sure to order a CPR Anytime kit for each participant. Each participant should take the kit home to train close family and friends. A DVD and a personal manikin allow you to practice compressions while watching the skills on TV. The instructional video guides the participant through

inflation of the manikin, use of the kit, and performance of CPR. The kit can be used over and over again to reinforce skills practice and to train others.

One of the most important features of CPR Anytime kit is that it can be shared with others. This means that one kit can train a group of family and friends and dramatically increase the number of people trained in the lifesaving skill of CPR.

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## CPR Anytime Kit Contents

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The CPR Anytime kit contains

- CPR Skills Practice DVD to refresh skills as needed
- A personal CPR manikin that clicks when you've pushed hard enough
- Replacement lung and alcohol wipes for those who share the kit

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## Who Can Be a Facilitator?

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Any motivated person wanting to share the lifesaving skill of CPR can serve as a facilitator. Remember, a person does not have to be an AHA Instructor to be a CPR Anytime Facilitator. The CPR Anytime DVD provides the instruction for the CPR Anytime course.

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## What Is the Role of the Facilitator?

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The facilitator is responsible for creating a positive learning experience. This includes preparation before the session, logistics, and successful management of the course.

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# Before Event

## Your Job as a Facilitator

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Your job has 2 main parts: to get ready for the event and make sure the event runs smoothly.

### 1. Get ready. Before the event starts:

- Complete the CPR Anytime program.
- Read this guide.
- Order a CPR Anytime kit for each expected event participant. Kits can be ordered from [www.cpranytime.org](http://www.cpranytime.org).
- Allow ample time for ordering and receiving kits and materials. Materials and kits should be ordered four weeks before your event.
- Review the CPR Anytime Skills Reminder Card and watch the DVD again.
- Review CPR information on the AHA website.
- Reconfirm meeting room/space reservations.

### 2. Make sure the event runs smoothly.

- Get to the event early.
- When participants arrive, greet them warmly.
- Find out their names if you don't know them already, and thank them for taking the time to learn CPR.
- Give each student a CPR Anytime kit.
- Start and stop the DVD.
- Keep participants on track and focused on the video.
- Play "Stayin' Alive" by the Bee Gees. The 100-beat-per-minute song is the perfect pace for learning CPR. It will keep up the energy, too!

*Note:* Participants (and sometimes facilitators) often enjoy telling stories about people they've known who would have benefited from CPR. However, this event is short and every single minute of it is designed to help participants learn CPR. If stories are told, participants are distracted—and not learning CPR.

Send each participant home with their CPR Anytime kit. Encourage them to refresh their skills often and share it with their loved ones to bring this lifesaving information to more people.

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## Some Tips on How to Do Your Job Well

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We asked experienced instructors for advice. Here's what they had to say:

- Prepare thoroughly. The event goes so much better when the facilitator is prepared. Read the guide, watch the DVD, and review the skills reminder card.
  - If you can, tell participants to wear comfortable clothes.
  - Test your equipment—the TV, the remote, the DVD player, the manikins—ahead of time. Then you can fix anything that doesn't work before event.
  - Make sure there are extra batteries for the DVD remote control.
  - Get to event early. Put participants at ease by talking with them as they come in.
  - Be enthusiastic. Enthusiasm is contagious.
  - Stay focused. Keep the course on track. This gives participants the best chance of really learning CPR. Also, it's polite to start and end the course on time. Keeping the course on track respects everyone's time.
  - Stand in the front of the room. It's much easier to run the event well if you're in front.
  - You may need to ask participants to be quiet while the video is running so other participants can hear the video.
  - You may need to increase the volume when participants are practicing CPR, because the manikins will make noise as participants practice.
  - Tell the participants that during practice they should do exactly what they see on the video at the same time as what is being demonstrated.
  - Participants may have questions. Facilitators are not expected to know the answers. When participants have questions, refer them to the American Heart Association.
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## What Equipment You Need

You should have
CPR Anytime kit or infant kit for each participant
DVD player, a remote control, and a monitor or screen big enough for all students to see
1 table, in case a student can't kneel on the ground to practice CPR
A room where you and the video can be heard easily and enough space to practice CPR
Speakers and a copy of the Bee Gee's Stayin' Alive to play during the beginning and practice portions of the event.
It's also nice to have
A chair for each student
Tables for those who cannot kneel on the ground to practice CPR
Carpeted floors or padding to kneel on during CPR practice
Lighting that can be dimmed

## Room Setup

Experienced instructors will tell you that room setup is key to a successful event. There are many ways to set up a room well. Here are the key pieces to a great room:

- All participants must be able to see and hear the video.
- Put the manikins in a place so that even when students are on their knees practicing, they can still see the video.
- The manikins should ideally all face the same way, with their heads lining up with the manikin's head in the video (so that students can do exactly what is on the video).
- Have chairs and tables for those students who have difficulty kneeling to practice CPR.
- You should be at the front of room. Leave yourself space.

# During Event

## Running the Event

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What to say and do:

- At the beginning of event, thank the participants for their time. Let them know they'll be practicing CPR on manikins.
- Tell them how long the event will be. (The Hands-Only CPR module takes about 20 minutes.) Tell the students where the bathrooms are.
- Play the Bee Gee's Stayin' Alive before the event, during the practice sections and at the end. Remind students to practice CPR to the beat of the song (100 beats per minute).
- Run the DVD.
  - The DVD will pause when it's time for students to practice.
  - Select "play" once students are in place to start practice.
  - Select "repeat" if another student needs to practice.
  - Select "play" to go on to the next section.
- If someone has trouble bending down or getting on his knees, accommodate that person (for example, you can place the manikin on a table). If you work with a Training Center, ask someone there for advice about how to best help the person.
- **Encourage lots of practice.** Students get better at CPR through practice. Practice makes a real difference in learning CPR and being willing to give CPR in real life. If a student wants extra practice on a manikin, let him practice after the event ends, and encourage him to practice at home with the manikin and DVD.
  - If a student can't push deep enough, have the student lean over the manikin more and straighten his arms if needed.
- **Help overcome fear.** Many students are afraid of doing CPR wrong and may be reluctant to give CPR in real life. Doing CPR well is very important to saving lives. But even imperfect CPR is better than doing nothing.
- At the end of the event, thank the students for their time and congratulate them on completing the course.

## Common Questions Asked at Events

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During event, some students may have questions about CPR, AEDs, and choking. Here are answers to the most common questions. If students have any other questions, have them contact the AHA.

**Question:** *Why is CPR Anytime so effective?*

**Answer:** The success of learning CPR by using the CPR Anytime program is attributed to several factors:

- **Hands-on skill practice:** CPR Anytime is designed to maximize the amount of hands-on skills practice time. During the 20-minute program, participants practice up to 18 minutes.
- **Core skill focus:** In the CPR Anytime program, only the core CPR skills are taught. Participants focus on the most essential information. Additional information about choking and AED use is included on the DVD.
- **Practice-while-watching:** The practice-while-watching format provides participants with real-time information on the performance of each skill. The participant can look at the video and make corrections based on immediate visual and auditory feedback.

**Question:** *Can I get into legal trouble for performing CPR?*

**Answer:** Good Samaritan laws vary significantly from state to state. If you have concerns regarding liability issues, please refer to your individual state laws.

**Question:** *What if someone has an injury? Can I make the situation worse by doing CPR?*

**Answer:** No. A person whose heart has stopped must have CPR to survive.

**Question:** *What if I do CPR wrong?*

**Answer:** Without CPR, the person will not survive. Your actions can only help.

**Question:** *Will I get a course completion card?*

**Answer:** You will get a participation card. If you want or need a course completion card, you need to take a different course. (Other AHA courses offer course completion cards.)

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# After Event

## Taking the Kit Home

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Did you know that most cardiac arrests happen outside a hospital—such as at the park, at work, or at home? Right now, about 90% of those victims do not survive. But CPR Anytime kits are designed to be shared, which provides an efficient, cost-effective way to spread vital CPR training to your family, neighbors, and the community. For every kit distributed, an estimated 2.5 additional people are trained in lifesaving CPR skills—so more people will know CPR. With this “multiplier effect,” more people will know CPR and be ready to act if they see someone suddenly collapse in cardiac arrest.

Encourage students to take the kit home and share it with close family and friends. Explain to them that almost 80 percent of cardiac arrests occur at home, and many are witnessed by a family member.

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## Getting More Information

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The AHA offers a number of online and in-person courses on CPR and first aid. To learn more about AHA CPR and first aid courses, use these resources:

- [www.heart.org/cpr](http://www.heart.org/cpr)
- [www.OnlineAHA.org](http://www.OnlineAHA.org)
- 877-AHA-4CPR

If students want to share information about what they learned in the event, they can visit the Hands-Only CPR website:

- [www.heart.org/handsonlycpr](http://www.heart.org/handsonlycpr)
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# Conclusion

## Conclusion

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Again, thank you so much for facilitating this course. Because of you, more people are better prepared for a cardiac arrest or choking emergency.

If you liked facilitating this course and want to learn how to become an AHA Instructor, please contact the AHA (877-AHA-4CPR). In the meantime, thank you for your time, your enthusiasm, and your help.

To order a CPR Anytime for your Hands-Only CPR event, visit: [www.CPRAnytime.org](http://www.CPRAnytime.org):

[www.shopcpranytime.org](http://www.shopcpranytime.org)

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# Organizing a Large Community or Mass CPR Training Event

## Why Organize a CPR Training Event?

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People who have a cardiac arrest need quick CPR in the first 3 to 5 minutes to have a chance of survival. CPR training is one way to increase the number of people in a community who are prepared to help in cardiovascular emergencies. In addition to making a community safer, CPR training events have many other benefits. Promotion of the event leads to increased public awareness about CPR. People who participate in training events often sign up for additional training later. Frequently, they encourage their friends and relatives to get trained as well.

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## Getting Started

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### Establish a Task Force

Recruit a core group of individuals who share the same vision of increasing the number of people who are willing to work together in the planning and successful execution of a CPR training event. Consider your community and the local agencies whose goals and mission include health care, public safety, education, and community service:

- Emergency medical services (EMS) agencies (for example, ambulance squads, dispatch centers)
- Fire and police departments
- Hospitals and nursing homes
- Colleges and universities
- School groups, such as the parent-teacher organization (PTO)
- Youth groups, such as the Boy Scouts and Girl Scouts
- Civic and service organizations, such as the Chamber of Commerce, Rotary Club, Kiwanis Club, and Junior League
- Organizations working with high-risk groups, such as AARP
- Print, radio, and television

### Hold a Preliminary Meeting

Once you've identified CPR champions, invite them to take part in a preliminary planning meeting.

After introducing meeting participants, you will need to complete the following tasks.

- Discuss the rationale for CPR training.
- Identify target audience for this event.
  - CPR training events are geared toward the general public and focus on CPR skills.
  - Targeted audiences include schools, workplace populations, companions of middle-aged and elderly persons, and parents and caretakers of young children.
- Select the date(s) and time(s) for your event.
  - Allow enough time to plan and promote the event. Select a date at least 6 to 12 months from your first planning meeting.
  - If the event is targeted to the general public, event planners recommend staging it on a Saturday or Sunday during daytime hours. If the event is targeted toward senior citizens or students, weekdays may be preferable. If the event is targeted to parents of young children, be mindful of conflicts due to youth school and sporting events.
- Select the place(s) for your event.
  - The ideal location for your event is one that is well known, easy to find, and accessible by both public and private transportation. Ideally, ample free parking should be available.
  - CPR training events usually are held in one central location (for example, a stadium or arena). Sites that cannot offer adequate training space or convenient parking, such as some hospitals, should be avoided. For coordination purposes, it is best to keep the number of sites to a minimum. It is easier to monitor a few large sites than many small sites.

- The size of the facilities used for your event will depend on the projected number of training participants.
- As a rule of thumb, 1 manikin used by 2 to 3 participants will require approximately 50 square feet. If you use 20 manikins per session, you will need about 1500 square feet, allowing for aisle and walking space.
- In planning the layout for your event, you should designate separate spaces for registration, lecture and video presentations, hands-on training, and evaluations. In addition, you will need space for storage and manikin setup and cleaning. Alcohol wipes and manikin cleaning instructions are included in the kit. A lounge or rest area can serve as a staging area for volunteers.
- Select a name for your event.
  - Working together as a task force to name your event can be fun and challenging. The name should be clear, simple, and easy to identify and remember. Be creative!
- Discuss the volunteers' needs.
  - Many volunteers will be needed to make your event a success.
  - A volunteer committee will need to recruit sufficient volunteers to assist with
    - Registration.
    - Setup.
    - Parking and traffic control.
    - Refreshments/lunch.
    - Audiovisual equipment.
    - CPR instruction.
    - CPR skills evaluation (optional).
    - Manikin cleaning and maintenance.
    - Cleanup.
- Divide the work into small, manageable parts.
  - Experienced event planners recommend dividing the work into tasks that can be handled by separate committees. The key event tasks are
    - Registering participants.
    - Recruiting volunteer facilitators.
    - Recruiting other volunteers for the day.
    - Conducting fund-raising to cover the cost of training.
    - Promoting the event.
    - Obtaining training equipment and educational materials.
    - Logistics planning.

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## Best Practices

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- Be prepared that some volunteers may not show up at the last minute (due to scheduling conflicts, illness, etc.) and recruit more day-of-event volunteers than needed.
  - Plan the training event where there is a “built-in” audience, a high degree of foot traffic or at the same time as an existing event. This makes it easier to recruit large numbers of participants.
  - Conduct 1 or 2 pre-event site visits to map out event traffic flow and staging areas. This is a critical step for anticipating any potential day-of-event challenges and making alternate plans.
  - Motivate people to share their Hands-Only CPR Anytime kit with friends and family.
  - A local celebrity or sports figure can help bring people to the event.
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# Appendix: Tools for Hands-Only CPR Training Events

## Sample Event Timeline

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Following a timeline is essential for the success of your event. Here is a sample timeline that can be adapted to your needs.

### 6 to 12 months before the event:

- Establish the task force.
- Hold a preliminary planning meeting.
- Select the name, target group, course curriculum, date, and location of the event.
- Reserve a facility.
- Identify committees and divide the work.
- Schedule committee meetings.
- Establish a budget and decide on the registration fee.

### 4 to 6 months before the event:

- Recruit volunteers.
- Order Hands-Only CPR Anytime kits.
- Create the event logo.
- Solicit bids for development of promotional items.
- Solicit sponsorships, cash contributions, and donations of goods and services.

### 8 weeks before the event:

- Send out calendar listing to local TV and print media.
- Secure media partnership with local radio station (to get live broadcast from the event).
- Arrange for security, parking, and communications.
- Request donations of food for volunteers, cleaning materials, tables, and chairs.
- Print promotional items, registration cards, certificates, etc.

### 4 to 6 weeks before the event:

- Draft press release and send to local media. Include offer to train local media in Hands-Only CPR.
- Schedule talk shows.
- Mail volunteer confirmations.

- Secure communications equipment, audiovisual equipment, and office supplies.
- Enlist the support of local dignitaries to help promote the event.

### 3 weeks before the event:

- Prepare directional signs.
- Establish preregistration phone banks and in-person registration sites.
- Distribute promotional print materials and press packets.
- Obtain educational and evaluation materials.
- Visit facilities to check out parking, entrances and exits, traffic flow, exhibitor area, audiovisual and communications hookups, chairs and tables, storage, cleaning and staging areas, opening time of the facility, manikin layout, food service areas, volunteer check-in, and rest areas.

### 2 weeks before the event:

- Follow-up with local media with media advisory.
- Start the promotional campaign.
- Start the preregistration process.
- Post signs and distribute other promotional items.

### 1 week before the event:

- Follow-up with local media (emails and phone calls) to confirm attendance.
- Print registration lists.

### Immediately before the event:

- Set up the facility.
  - Conduct a facilitator orientation.
  - Conduct an orientation for on-site registration volunteers.
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## Checklists

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### Logistics Checklist

- \_\_\_\_\_ Complete contract(s) with the facility or facilities. Determine whether the facility has liability insurance that will cover the training event. If necessary, investigate alternative liability insurance plans.
- \_\_\_\_\_ Set up procedures for security, parking, and communications.
- \_\_\_\_\_ Arrange for audiovisual equipment and seating in lecture areas.
- \_\_\_\_\_ Set up the registration area with appropriate office equipment and supplies.
- \_\_\_\_\_ Set up storage and areas to receive the kit shipment.
- \_\_\_\_\_ Set up areas for facilitator orientation and breaks.
- \_\_\_\_\_ Set up the food service area.
- \_\_\_\_\_ Arrange for chairs and tables for evaluation procedures, if applicable.

### On the day of the event:

- \_\_\_\_\_ Coordinate event operations with all committee heads and facility representatives.
- \_\_\_\_\_ Post directional signs.
- \_\_\_\_\_ Operate audiovisual equipment.
- \_\_\_\_\_ Manage communications.
- \_\_\_\_\_ Set up media check-in table. Include list of confirmed media and have someone assigned to each media outlet attending to help facilitate.

### After the event:

- \_\_\_\_\_ Return any rented or borrowed items.
  - \_\_\_\_\_ Remove all signs in public areas.
  - \_\_\_\_\_ Coordinate general site cleanup.
-

## Volunteer Checklist

- \_\_\_\_\_ Work with other committees to determine the number of volunteers that will be needed. Allow for a 25-30% volunteer no-show rate.
- \_\_\_\_\_ Recruit volunteer instructors from the AHA.
- \_\_\_\_\_ Recruit volunteers for other aspects of the event through the sponsoring agencies on your task force and through schools, churches, businesses, senior centers, and other community groups.
- \_\_\_\_\_ Arrange for some volunteers to help with setup and the day before your event.
- \_\_\_\_\_ Schedule volunteers for shifts lasting 2 to 8 hours during the event.

### On the day of the event:

- \_\_\_\_\_ Check in volunteers as they arrive for their shifts.
- \_\_\_\_\_ Conduct a facilitator orientation.
- \_\_\_\_\_ Confirm assignments and locations.

## Media/PR Checklist

- \_\_\_\_\_ Prepare advertisements and promotional posters, flyers, and fact sheets that incorporate the logo.
- \_\_\_\_\_ Prepare the press packets and distribute them to all area newspapers, magazines, radio stations, and television stations.
- \_\_\_\_\_ Enlist the support of local dignitaries willing to help promote the event.
- \_\_\_\_\_ Provide free pre-event CPR training for media contacts and local dignitaries.
- \_\_\_\_\_ Arrange for press conferences and talk-show interviews.
- \_\_\_\_\_ Pitch local media in advance of the event.
- \_\_\_\_\_ Secure spokesperson to participate in local interviews.

- \_\_\_\_\_ Issue identifying gear (for example, T-shirts or hats with the event logo) and appropriate equipment and supplies. (Different colored T-shirts can be used for different responsibilities.)
- \_\_\_\_\_ Schedule lunch breaks.
- \_\_\_\_\_ Have committee members available to provide information and serve as backups.
- \_\_\_\_\_ Enable volunteers from local training agencies to provide information about additional opportunities in the community for more extensive CPR training.

### After the event:

- \_\_\_\_\_ Use brief exit surveys to ask volunteers for their opinions about the event and ways to improve it in the future.
- \_\_\_\_\_ Record names and contact information for volunteers who would be willing to help in future mass training events.

### On the day of the event:

- \_\_\_\_\_ Schedule and supervise media coverage and photography.

### After the event:

- \_\_\_\_\_ Compile a list of all the media placements (with links to online coverage and copies of the print coverage) and distribute to the event organizers and other VIPs.
- \_\_\_\_\_ Write thank-you letters to all contributors and volunteers.
- \_\_\_\_\_ Coordinate delivery of letters, plaques, certificates, etc with other committees.

## Templates

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### Sample Flyer

# “Get the Beat” Hands-Only CPR Training

**Sunday, May 6  
Local High School Gym  
2:00 PM to 4:00 PM**

**Did you know that over 90% of cardiac arrest victims do not survive? We can help change that in XX community.**

Approximately 360,000 cardiac deaths occur outside the hospital each year in the United States—with about three quarters of them occurring in the home. Cardiopulmonary resuscitation (CPR) is a simple skill that can help you save a life.

If more people knew how to do CPR, more lives could be saved.

CPR can make all the difference in the world to a loved one, friend, or coworker. Learn CPR and learn how you can help save a life.

Register today!  
Call (phone number)

## Sample Recruitment Letter for Volunteer Organizations and Individuals

Here is a sample letter for recruiting volunteer organizations and individuals. This can also be used as a sample script for recruiting by telephone. This text can be adapted to suit your event.

(Date)

Dear Instructors, Facilitators, and Volunteers:

(Name of event) is coming up on (date), and we need your help to make it great! (Name of event) is a (description of event), and this year we're having it at (place).

We need volunteers to help in almost every aspect of the event, including registration, setup, parking and traffic control, refreshments, operation of audiovisual equipment, CPR instruction, CPR skills evaluation (optional), manikin cleaning and maintenance, and cleanup.

If you or your organization is interested in participating in this important community event, please let us know at (name of event) headquarters by (date). Any time or expertise you can give will be greatly appreciated. If you would like to sign up or get additional information, please call (number) today. We look forward to hearing from you.

Remember, by helping more citizens learn CPR, you will be helping our community strengthen the Chain of Survival.

Sincerely,

(Name)

(Title)

## Sample Volunteer Support Letter

After recruiting volunteers, be sure to send letters to confirm volunteer assignments. Here is a sample volunteer recruitment letter that can be adapted to suit your event.

(Date)

Dear Volunteer:

Thank you for volunteering to help at (name of event) on (date) at (place). We hope to train more than (number) citizens during this event, and you play a crucial role in helping us reach our goal.

Here is the assignment and shift time you requested:

Assignment:

Date:

Time:

Please report to the volunteer desk located at (place) at the time specified.

In appreciation for your help, you will receive a (name of event) (T-shirt, other). In addition, (local restaurant) has agreed to donate (breakfast, lunch) for all volunteers.

If your plans change and you will be unable to help, please call as soon as possible so we can find a replacement.

Otherwise, we look forward to seeing you at (name of event). Please feel free to call if you have any questions or need more information.

Sincerely,

(Name)

(Title)

(Phone number)

## Sample Volunteer Thank-You Letter

(Date)

Dear Volunteer:

We would like to take a moment to thank you and all the other terrific volunteers who made (name of event) possible. Your efforts at (name of community)'s (first, second annual, other) mass CPR training event helped to make it a huge success. More than (number) people were trained in CPR, and that helps our community strengthen the Chain of Survival.

Please accept the enclosed (gift of nominal value) as a sincere expression of our gratitude to you for your generous contribution to this important initiative.

(If applicable:) Hope to see you again next year!

Sincerely,

(Name)

(Title)

## Sample Support Request Letter

(Date)

Dear Lifesaver:

Nearly every minute someone suffers a cardiac arrest at work, at play – even at home – making it a leading cause of death. Did you know that if more people knew CPR, more of these lives could be saved?

Some day you may be faced with an emergency, and chances are the victim will be someone you know, love, and want to help. If this happened to you, wouldn't you want to be prepared? If you weren't there to help, wouldn't you want someone there who could?

Now your wishes can come true. Next (date), (name of event), a mass CPR training event, will be held at (place). By participating in the event, you can help (name of community) strengthen the Chain of Survival.

We urgently need Sponsors, Contributors, and Donors for this event. We ask that you consider becoming a Sponsor of (name of event) with a donation of (amount) or more, a Contributor with a donation of (lesser amount), or a Donor (one who contributes goods and services).

When you become a Sponsor, Contributor, or Donor of (name of Event), your contribution guarantees (list, for example):

- Your company or organization name on T-shirts and other promotional items
- Your company or organization name on press releases sent to print, radio, and television media
- Public recognition (at an award ceremony, with a certificate of appreciation or plaque)

Most important, your support may one day mean the difference between life and death for someone in our community.

Please consider this unique opportunity. We will be calling the week of (date) to answer any questions you may have and discuss your participation. If you'd like to join us in this community effort to save lives, call (phone number) now to pledge your support. Then mail the enclosed form with your contribution.

Together, we can strengthen the Chain of Survival and make a difference!

Sincerely,

(Name)

(Title)

Enclosure

## Fact Sheet

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### Cardiac Arrest

- EMS treats nearly 360,000 victims of out-of-hospital cardiac arrest each year in the United States.
- Less than 10% of people who suffer cardiac arrest outside the hospital survive.
- Cardiac arrest can happen to anyone at any time. Many victims appear healthy, with no known heart disease or other risk factors.
- Cardiac arrest is not the same as a heart attack. Cardiac arrest occurs when electrical impulses in the heart become rapid or chaotic, which causes the heart to suddenly stop beating. A heart attack occurs when the blood supply to part of the heart muscle is blocked. A heart attack may cause cardiac arrest.

### Cardiopulmonary Resuscitation (CPR)

- Only 40% of out-of-hospital cardiac arrest victims receive bystander CPR.
- Effective bystander CPR, provided immediately after cardiac arrest, can double or triple a victim's chance of survival.
- The AHA trains more than 14 million people in CPR annually, including healthcare professionals and the general public.
- The most effective rate for chest compressions is at least 100 per minute—the same rate as the beat of the Bee Gee's song "Stayin' Alive."

### Automated External Defibrillators (AEDs)

- Unless CPR and defibrillation are provided within minutes of collapse, few attempts at resuscitation are successful.
- Even if CPR is performed, defibrillation with an AED may be required to stop the abnormal rhythm and restore a normal heart rhythm.
- New technology has made AEDs simple and user-friendly. Clear audio and visual cues tell users what to do when using an AED and coach them through CPR. A shock is delivered only if the victim needs it.
- AEDs are now widely available in public places, such as schools, airports, and workplaces.

### Teens/Youth

- Over 5,900 children less than 18 years old have out-of-hospital cardiac arrests each year from all causes, including trauma, cardiovascular causes, and sudden infant death syndrome.
  - The incidence of out-of-hospital cardiac arrest in high school athletes ranges from 0.28 to 1 death per 100,000 high school athletes annually in the United States.
  - The AHA does not have a minimum age requirement for people to learn CPR. The ability to perform CPR is based more on body strength than on age.
  - Studies have shown that children as young as 9 years old can learn and retain CPR skills.
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For more information on other American Heart Association programs contact us:

**877-AHA-4CPR**

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7272 Greenville Avenue  
Dallas, Texas 75231-4596  
[www.heart.org](http://www.heart.org)