Community CPR Teaching Guide

Maryland Initiative to Increase Bystander Hands-Only CPR In Out-of-Hospital Sudden Cardiac Arrest
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INTRODUCTION

Each year approximately 4,000 individuals in Maryland suffer sudden cardiac arrest. Bystanders are a vital link in the chain of survival by immediately calling 9-1-1 and starting Hands-Only CPR when someone collapses from a suspected cardiac arrest until help from EMS arrives. Prompt response by bystanders, combined with EMS care will optimize the victim’s chances of survival and recovery. I thank you for your interest in Hands-Only CPR.

- Dr. Robert Bass, Executive Director, Maryland Institute for Emergency Medical Services Systems.

The Maryland Lend A Hand, Save A Life Campaign is a statewide initiative aimed at increasing survival from sudden cardiac arrest (SCA) across Maryland. Sadly, survival rates from out-of-hospital SCA in the US are currently very low. Our goal is to change this. To accomplish our goal, two things need to occur. First, we must spread the word about the importance and simplicity of performing bystander CPR and using an Automated External Defibrillator (AED) after someone collapses. Second, we need to train ordinary citizens how to do this in just a few minutes.

Accomplishing this goal requires learning, imagination, and passion. Our hope is that you will be one of those citizens who comes forward to be trained in these lifesaving measures and you will, in turn, become a teacher to your, friends, family, and community members. **You do not have to be a certified CPR instructor to teach these skills.**

This packet was created to assist any citizen who is willing and able to teach Hands-Only CPR and the use of an AED in his/her community. It offers suggestions for teaching small groups such as clubs, church groups, classmates, etc. or large audiences like those found at sporting events or concerts, and contains SCA fact sheets, ideas for community programs, and online resources. If you decide to join the campaign, it is important that you let us know you are on board and keep accurate records of how many people you train by using our online tracking tool found on the Maryland CPR website at: www.ramaryland.org/handsonlycpr.

The possibility of teaching opportunities is endless. Let your imagination fly and join us to make Maryland one of the leaders in survival of Sudden Cardiac Arrest.
GOALS OF THE STATEWIDE HANDS-ONLY CPR INITIATIVE IN MARYLAND:

1) Improve bystander CPR rates in Maryland, as a step towards improving overall survival of out of hospital SCA
2) Train citizens across Maryland 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 (i.e. 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, hospitals, public health departments, healthcare providers, 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 Maryland

Hands-Only CPR Campaign Messaging

• Hands-only CPR has just 3 easy steps (1) Call 9-1-1 (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), does not require mouth-to-mouth breathing, 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 9-1-1, 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
• 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
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 simpler technique 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 die each year 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.
- Sudden Cardiac Arrest 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-bys 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 9-1-1 callers, EMS professionals, and bystanders who helped save a life.
- Involve local leaders, media personalities, celebrities, and sports stars that 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 (at least 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 9-1-1,” “Push Hard and Fast,” “Use an AED.”
- Show a video of hands-only CPR, or do a live demonstration.
“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. You do not have to do mouth-to-mouth breaths, just chest compressions. You do not have to worry about being perfect; doing something is better than nothing. The Good Samaritan Act protects rescuers who act in good faith to do what they can.

There are just 4 easy steps:

(1) First, shake the person and shout, “Are you ok?” Check to see if the victim is breathing normally. The person may be gasping during the first few minutes of Sudden Cardiac Arrest, but this does not count as breathing.

(2) If there is no response and the person is not breathing normally, call 9-1-1, or send someone to call, and find an AED (Automated External Defibrillator).

(3) Start doing chest compressions. Get directly over the victim. Put the heel of one of your hands in the center of the person’s chest. Then put your other hand on top of the first. With your arms straight and your elbows “locked”, push hard and fast in the center of the chest at a rate of at least 100 times per minute, allowing the chest to recoil (spring back) each time. To keep the beat, think of the song “Stayin Alive” by the Bee-Gees. CPR is hard work. If someone else is there to help, switch off every couple of minutes. If you are tired, your compressions will get weaker and be less effective at pumping blood throughout the victim’s body.

Keep pushing without stopping until help arrives.

(4) Use an AED. If an AED is available, turn it on, listen to the instructions, and look at the pictures. The AED will tell you what to do. The AED will not give a shock to a victim who has a heartbeat! Listen carefully to the AED. It will tell you to stop CPR every 2 minutes so it can check the heart rhythm and will continue to tell you what to do if another shock is advised or not.

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: (1) Check the person for response and breathing. (2) Call 9-1-1. (3) Push hard and fast in the center of the chest until help arrives. (4) Use an AED as soon as one is available without delay.

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.”
SAMPLE SCRIPT FOR TEACHING HANDS-ONLY CPR AT A MASS EVENT
(For a crowd, i.e. during half-time at a sporting event or on stage during a concert intermission)

Facilitator:

“Hello and thanks for having us here today.

My name is ______________________ and I am from ______________________

As a part of a program called the Maryland Hands-Only CPR Project, we are here to raise awareness about Sudden Cardiac Arrest (SCA) and what you can 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?” Check to see if the person’s breathing is normal. (Gasping breaths or snoring are signs of cardiac arrest.)

If there is no response and the person’s breathing is not normal, send someone to call 9-1-1 and find an AED, or call 9-1-1 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 and your elbows locked, push hard and fast in the center of the chest at a rate of at least 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.”

[Stayin’ Alive starts to play]
(Continued on next page)
Volunteers enter the court with manikins --- Surround demonstration and do hands-only CPR to the beat of the music

Facilitator:

“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]

Facilitator:

“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 9-1-1. Then push hard and fast in the center of the chest until help arrives. Use an AED as soon as one becomes available without delay. Your actions can help save a life.

Every minute that goes by reduces the victim’s chance of survival by 10%!"

[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 ________________ or see any one of our volunteers!

Thank you and please enjoy________________ (or enjoy your night, etc).”

[Music plays as volunteers leave the floor]
Sudden Cardiac Arrest (SCA) & CPR Fast Facts

- Every year in the US, EMS treats almost 383,000 out-of-hospital sudden cardiac arrests – that’s more than 1,000 a day.
- Almost 80 percent of sudden cardiac arrests happen at home and are witnessed by a loved one. Put very simply: The life you save with CPR is mostly likely to be the life of someone you love.
- Currently, less than 12 percent of victims survive sudden cardiac arrest. Effective bystander CPR provided immediately after sudden cardiac arrest can double or triple a victim’s chance of survival, but only 41 percent of cardiac arrest victims get CPR from a bystander.
- Sudden cardiac arrest can happen to anyone at any time. Many victims appear healthy with no known heart disease or other risk factors.
- Sudden cardiac arrest is not the same as a heart attack. Sudden 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.
- African-Americans are almost twice as likely to experience cardiac arrest at home, work or in another public location than Caucasians, and their survival rates are twice as poor as for Caucasians.
- The AHA trains 13 million people in CPR annually, to equip Americans with the skills they need to perform bystander CPR.
- The most effective rate for chest compressions is greater than 100 compressions per minute – the same rhythm as the beat of the BeeGee’s song, “Stayin’ Alive.”
2012 Hands-Only™ CPR Fact Sheet

Remember disco? You can help save a life if you do.

If you see a teen or adult collapse, call 9-1-1 and push hard and fast in the center of the chest to the beat of the classic disco song “Stayin’ Alive.” The American Heart Association’s Hands-Only™ CPR at this beat can more than double or triple a person’s chances of survival.

Take 60 seconds and hustle to heart.org/handsonlycpr to learn how you can help save a life.

WHY LEARN HANDS-ONLY CPR?
Sudden cardiac arrest is a leading cause of death. Nearly 400,000 out-of-hospital cardiac arrests occur annually in the United States.

- When a teen or adult has a sudden cardiac arrest, survival depends on immediately getting CPR from someone nearby.
- Sadly, 89 percent of people who suffer an out-of-hospital cardiac arrest die because they don’t receive immediate CPR from someone on the scene.
- Most Americans (70 percent) feel helpless to act during a cardiac emergency because they don’t know how to administer CPR or they’re afraid of hurting the victim.

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.

- 80 percent of sudden cardiac arrests happen in private or residential settings.
- Unfortunately, only 41 percent of people who experience a cardiac arrest at home, work or in public get the immediate help that they need before emergency help arrives.
- Hands-Only CPR has been shown to be as effective as conventional CPR for sudden cardiac arrest at home, at work or in public. It can double or even triple a victim’s chance of survival.

DISCO CAN SAVE LIVES
Hands-Only CPR has just two easy steps: If you see a teen or adult suddenly collapse, (1) Call 9-1-1; and (2) Push hard and fast in the center of the chest to the beat of the disco song “Stayin’ Alive.”

- According to the American Heart Association, people feel more confident performing Hands-Only CPR and are more likely to remember the correct rhythm when trained to the beat of the disco classic “Stayin’ Alive.”
- “Stayin’ Alive” has more than 100 beats per minute, which is the rate you should push on the chest during CPR.

HUSTLE TO LEARN HOW TO SAVE A LIFE
- Watch the 60-second demo video. Visit heart.org/handsonlycpr to watch the Hands-Only CPR instructional video and share it with the important people in your life. You can also find a CPR class near you.

The American Heart Association’s Hands-Only CPR campaign is supported by an educational grant from the WellPoint Foundation.

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.
ONLINE RESOURCES

Short videos on how to do hands-only CPR


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=HGUA9T5tro0&feature=relmfu
4) Basketball Game Half-time Demonstration and Flash Mob: http://www.youtube.com/watch?v=HFeEYumVg9M&NR=1&feature=fvwsp

General resources on CPR and Sudden Cardiac Arrest

1) HeartRescue Project: www.heartrescuenow.com
2) American Heart Association: www.heart.org/handsonlycpr
3) Sudden Cardiac Arrest Foundation: www.sca-aware.org
4) Sudden Cardiac Arrest Association: www.suddencardiarest.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.suddencardiarest.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
These items can be reproduced to enhance your training programs.

2-SIDED, FOLDABLE WALLET CARDS

IF SOMEONE SUDDENLY COLLAPSES...

CALL 911
- Shake the person and shout, "Are you OK?"
- If others are with you, tell them to call 911 and find an AED
- If you’re alone, call 911 and listen for further instructions

PUSH HARD & FAST ON CHEST
- If the person is unconscious and not breathing normally (is gasping or moaning), lay him or her on the floor, face up
- Put your hands on top of each other on the center of the chest
- With arms straight, push HARD and FAST at a rate of 100 times a minute, allowing the chest to recoil each time
- Keep pushing until help arrives

USE AN AED
- If an AED is available, turn it on and follow the instructions
- Otherwise, continue CPR until help arrives

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

STICKERS FOR TRAINEES

I CAN SAVE A LIFE
I LEARNED HANDS-ONLY CPR