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**