

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**