



Keeping The Beat: Hands-Only CPR

American Heart Association – Philadelphia

Presenters



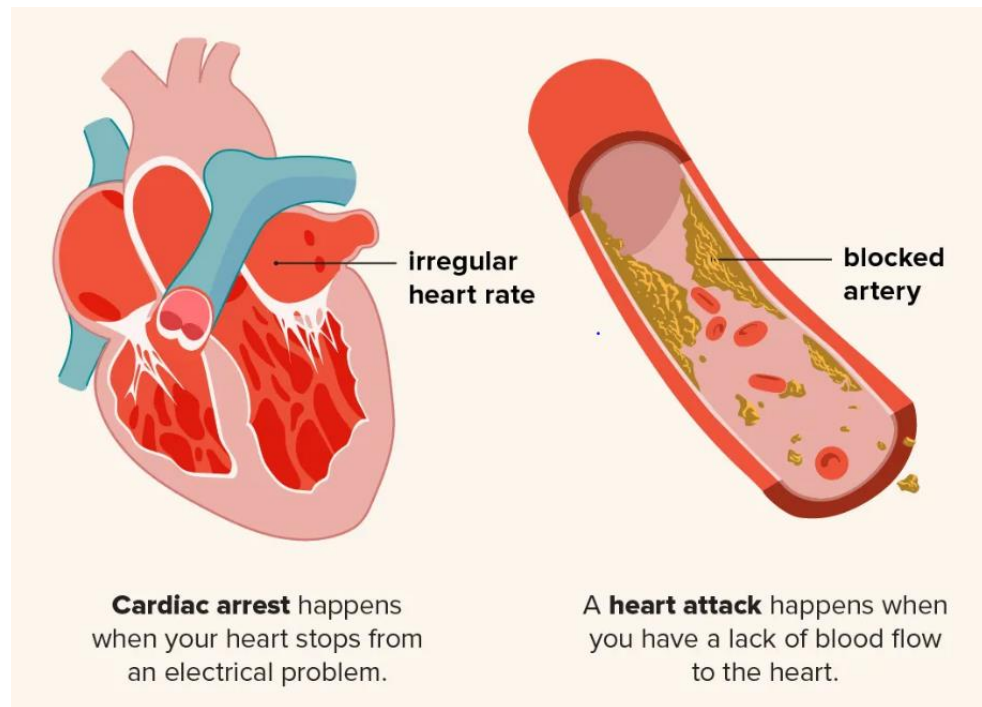
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Sr. Vice President, Development and Community Health



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Community Program Director, Health Equity

Cardiac Arrest vs. Heart Attack

- A **heart attack** is a blocked artery that prevents oxygen-rich blood from entering the heart.
- Sudden **cardiac arrest** is when the heart malfunctions and stops beating unexpectedly, preventing blood from reaching other vital organs.
- A heart attack is a “*plumbing*” problem and sudden cardiac arrest is an “*electrical*” problem.



What is CPR?

CPR stands for cardiopulmonary resuscitation. By performing CPR, you are:

- Acting like an external heart to help pump blood to the vital organs, most importantly the brain

Why Learn CPR?

- Cardiac Arrest is a leading cause of death
- 90% of people who suffer from out-of-hospital cardiac arrest (OHCA) die
- Every year 350,000 outside of hospital cardiac arrests occur
- 73.4% OHCA occur in homes/residences
- 10,000 OHCA occur in the workplace annually
- Only 40.2% of people who experience OHCA received by-stander CPR-Philadelphia's bystander CPR rate is 26%

Why Learn CPR?



Lack of CPR training is a health equity issue.

Sudden cardiac arrest impact lives in every community, but lack of CPR training disproportionally affects women and people of color.



Less than half of people receive CPR from bystanders before professional help arrives.



A woman is less likely to receive CPR from a bystander than a man, and men have 23% higher odds of surviving a sudden cardiac arrest than women.



Black or Hispanic adults who experience a cardiac arrest outside the hospital are substantially less likely than their white peers to receive bystander CPR.



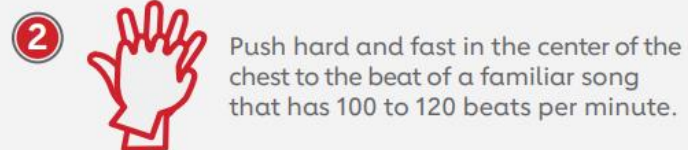
In many communities the lack of access to care and distance to professionals means that bystander CPR is a matter of life and death.

Be the Beat!

What is [Hands-Only CPR](#)? CPR WITHOUT rescue breathing

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:



**2 STEPS
TO SAVE A LIFE**

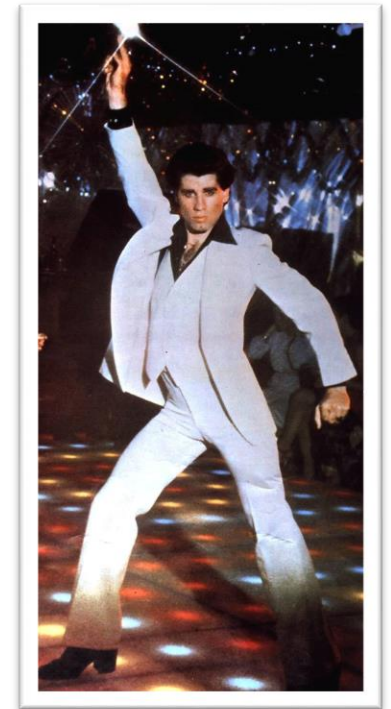


Keep the Beat!

Push hard and fast 2 inches deep in the center of the chest to the beat of any tune that is 100 to 120 beats per minute.

Songs that have the cadence of 100-120 beats per minute:

- Stayin' Alive- The Bee Gees
- Crazy in Love- Beyonce
- Eye of the Tiger
- Ain't Nobody- Chaka Kahn
- I Wanna Dance with Somebody- Whitney Houston
- More Than a Feeling- Boston



#3forHeart Damar Hamlin Challenge

American Heart Association

Join Damar Hamlin's #3forHeart™ CPR Challenge

Take these 3 simple steps to help save lives:
Learn CPR. Give. Share your support.



Hands-Only CPR vs. CPR Training

Hands-Only CPR

is non-
certification
public
campaign to
increase
bystander



CPR Training
provides more in-
depth training
and satisfies
certification
requirements.
Training may be
in a classroom
setting or
blended with e-
learning.

Using an AED

An Automated External Defibrillator is a computerized medical device that interprets a person's heart rhythm and, if needed, provide electrical therapy to return it to a normal rhythm.

- The AED uses voice prompts, lights and text messages to tell the rescuer the steps to take.
- AEDs are very accurate and easy to use.
- There are many different brands of AEDs, but the same basic steps apply to all of them. The American Heart Association does not recommend a specific model.

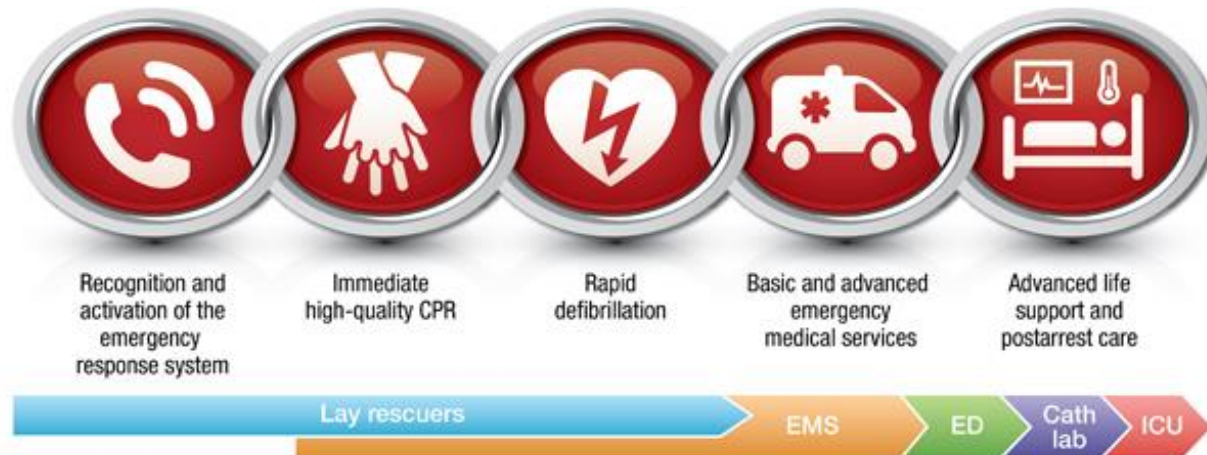


**Immediate CPR and AED use ,
especially if performed correctly,
can double or triple a victim's
chance of survival!**

Be Prepared to Act!

Recent Surveys found that:

- Only 30% of people are prepared to act in a cardiac emergency
- In a workplace setting, 50% of employees could not locate an AED



Your fast action in recognizing a cardiac arrest situation starts the “chain of survival”

Resources: Adult & Child CPR Anytime Kits



This kit includes:

- Adult & Child CPR Anytime® DVD with English and Spanish options (running time: approx. 20 minutes)
- Skills Reminder Card with information in English and Spanish
- Mini Anne® personal CPR manikin
- Mini Anne replacement lung
- 2 manikin wipes
- Instructions in English and Spanish

Resources: Infant CPR Anytime Kits



The Infant CPR Anytime Kit includes:

DVD featuring practice-while-watching video segments

an inflatable Mini Baby personal CPR manikin

a CPR reminder card, a replacement manikin lung

2 manikin wipes, and instructions for use

English and Spanish options on DVD and reference materials

Resources: CPR Anywhere Kits



The training kit includes

- 1 wheeled carry bag
- 10 Mini Anne Plus inflatable manikins
- 10 kneel mats
- 10 individual carry bags
- 5 practice-while-watching training DVDs (code to access streaming video is also included)
- 1 hand pump for manikin inflation
- 2 mesh collection and storage bags
- 10 replacement airways
- 50 manikin wipes
- 10 replacement face masks
- 10 AED training simulators
- 1 facilitator binder with a facilitator guide

Certification Options

Health Care Professionals

These courses are intended for Healthcare Professionals who may require a completion card for their job.

- Basic Life Support (BLS)
- Advanced Cardiac Life Support (ACLS)
- Pediatric Advanced Life Support (PALS)

General Public

These courses are intended for anyone with little or no medical training who requires a course completion card for job, regulatory (e.g., OSHA), or other requirements. These courses can also be taken by anyone who wants to be prepared for an emergency in any setting.

- Heartsaver CPR AED
- Heartsaver First Aid
- Heartsaver First Aid CPR AED
- Heartsaver Pediatric First Aid CPR AED
- Heartsaver Bloodborne Pathogens

Sustainable Organization Changes

- Cardiac Emergency Response Plans
- CPR Training Policy
- AED Implementation

GPBCH Member Spotlight: Independence Blue Cross



[Matt & Sean's Story](#)



HEART OF *Philadelphia*
HEART BALL
 04.21.23

The Heart of Philadelphia takes the campaign beyond the ballroom and onto the block, bringing the work of the American Heart Association to life and culminating at the Heart Ball celebration. The campaign is relentlessly focused on standing for all by driving equitable health in our community.

SAVE THE DATE

Philadelphia Marriott Downtown

1200 Filbert St. | Philadelphia, PA 19107

CRAIG BEAZER, J.D.
 2023 Heart Ball Chair



Lincoln Financial Group
 EVP & General Counsel

PAUL MATHER, M.D.
 2023 Edward S. Cooper, M.D.
 Award Recipient



Penn Medicine
 Physician Leader, Heart Failure Disease
 Management Director, Faculty Development,
 Division of Cardiovascular Medicine Professor of
 Clinical Medicine, Perelman School of Medicine

RICHARD SNYDER, M.D.
 2023 Heart of
 Philadelphia Honoree



Independence Blue Cross
 EVP, Facilitated Health
 Networks

Presenting Sponsor



Platinum Sponsor



Calls to Action:

- Watch/Share 90 second Hands-Only CPR video
- Contact Jennifer or Jeff to:
 - Establish CERP/CPR Policy for your organization
 - Engage company leadership around CPR training kit opportunities
 - Engage in Philadelphia Heart Ball
- Participate/engage employees to join in Damar Hamlin's #3forHeart challenge

Questions?