



American
Heart
Association.



Hands-Only CPR Volunteer Activity Toolkit



THANK YOU.

Thank you for your interest in hosting a Hands-Only CPR Volunteer Activity! Each year nearly 350,000 people suffer cardiac arrest outside of a hospital and only 1 in 10 victims survive. When bystander CPR is performed before EMS arrives, survival rates can double or triple!

Unfortunately, disparities exist in bystander CPR rates and AED use. There is a lack of availability, knowledge of, and/or ability to afford CPR programs in communities of color and low-income neighborhoods resulting in lower rates of both bystander CPR and bystander AED use. Studies also show that women are less likely to receive bystander CPR than men.

Your company can help address these disparities by volunteering with the American Heart Association to learn how to perform Hands-Only CPR and sharing this information with others!

Email questions about the activities in this toolkit to: aha.national.heartball@heart.org



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COMPANIES CAN CHOOSE FROM IN-PERSON OR VIRTUAL VOLUNTEER ACTIVITIES:

1. HOST AN IN-PERSON HANDS-ONLY CPR AWARENESS EVENT

Using an AHA [CPR & First Aid Anywhere Kit](#), your company can educate customers and employees about this lifesaving skill! A one-time purchase of the training kit is required for this activity. Kits can be kept for future use or gifted to a community organization of your choosing following the event.

Note: Volunteers facilitating these trainings do not have to be AHA instructors or have a CPR course completion card. The course is video-based and lesson plans are provided to teach the skills of CPR and first aid. Cost of the CPR & First Aid Anywhere kit is \$649.00.

OR

2. INVITE EMPLOYEES TO PARTICIPATE IN VIRTUAL ACTIVITIES

The American Heart Association will provide activities for your employees to learn about Hands-Only CPR and the warning signs of a heart attack. Employees can attend a one-hour presentation, led by AHA volunteers, that includes fun virtual volunteer activities that can be completed anytime, anywhere. Live sessions will be offered however, recordings will also be available to share on your community's specific Serve Day.

Indicate in the [Company Sign-Up Form](#) whether your company is interested in the **in-person** or **virtual volunteer activities**.

OPTION 1: HOST A HANDS-ONLY CPR AWARENESS EVENT



By purchasing an American Heart Association [CPR & First Aid Anywhere Kit](#) your company will have everything needed to host a Hands-Only CPR awareness event to educate customers, employees and community members about this lifesaving skill! Your company can host a training that can take as little as 20 minutes or up to one-hour on-site or at a community location with a specific organization you invite to participate. Or you may choose to offer the training multiple times on one day for community members utilizing different groups of employee volunteers as facilitators and helpers.

Additional expenses for the event outside of the CPR & First Aid Anywhere Kit may include: printing [copies of resources](#) to share with participants, decorations (like balloons and other party decorations) and healthy snacks and water.

Please note: Successful completion of CPR & First Aid Anywhere training does not result in an AHA course completion card; however, an optional certificate of participation is available to print.

The CPR & First Aid Anywhere 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 that contains the Facilitator Guide (30 pages, including 6 pages of Lesson Plans), pre-test and post-test, and other supplementary material.

PLANNING YOUR COMPANY'S HANDS-ONLY CPR AWARENESS EVENT

Determine the date/time for your event

Participating companies can choose to offer a single, one-hour training session for 10- 20 attendees or host an open house type event with multiple time slots for community members to be trained.

Make a List of Volunteer Assignments and Recruit Volunteers

Volunteers are needed to reserve the space, lead the training, demonstrate skills and observe the skill practice, decorate the space and provide healthy snacks and water. If you are hosting multiple trainings in one day, you may want multiple groups of volunteers filling different roles.

ONE MONTH BEFORE THE EVENT:

Purchase the [CPR & First Aid Anywhere Kit](#)

Allow two weeks of preparation for your event once the kit arrives to give your volunteers time to review the Facilitator Guide. The easy-to-use kit contains everything your company needs to learn and train others on the lifesaving skills of adult and child CPR, how to use an AED and how to help an adult or a child during choking-related emergencies. This kit also teaches basic first aid skills to help a victim in the first few minutes before EMS arrives. Training can be completed for 10 to 20 people in less than one hour.

Decide who to invite

Groups of 10-20 people will be trained at a time. You may want to consider inviting family members of your employees, customers, PTA members, churches, seniors, local youth (fourth grade and above) who are participating in summer or after school programs. This training can also be a good refresher for coaches, camp counselors, club leaders, etc.



Select the venue and reserve the room/space

Choose a location that makes sense to your company. This could be onsite, a local sporting venue, a public events hall, a lobby, a parking lot or a library. Reserve A/V equipment (TV/DVD player or wi-fi to stream the videos), a speaker to play music, tables and chairs for people who are not able to practice the skills directly on the ground and enough floor space for participants to socially distance and practice skills using the manikins.

Print resources and materials

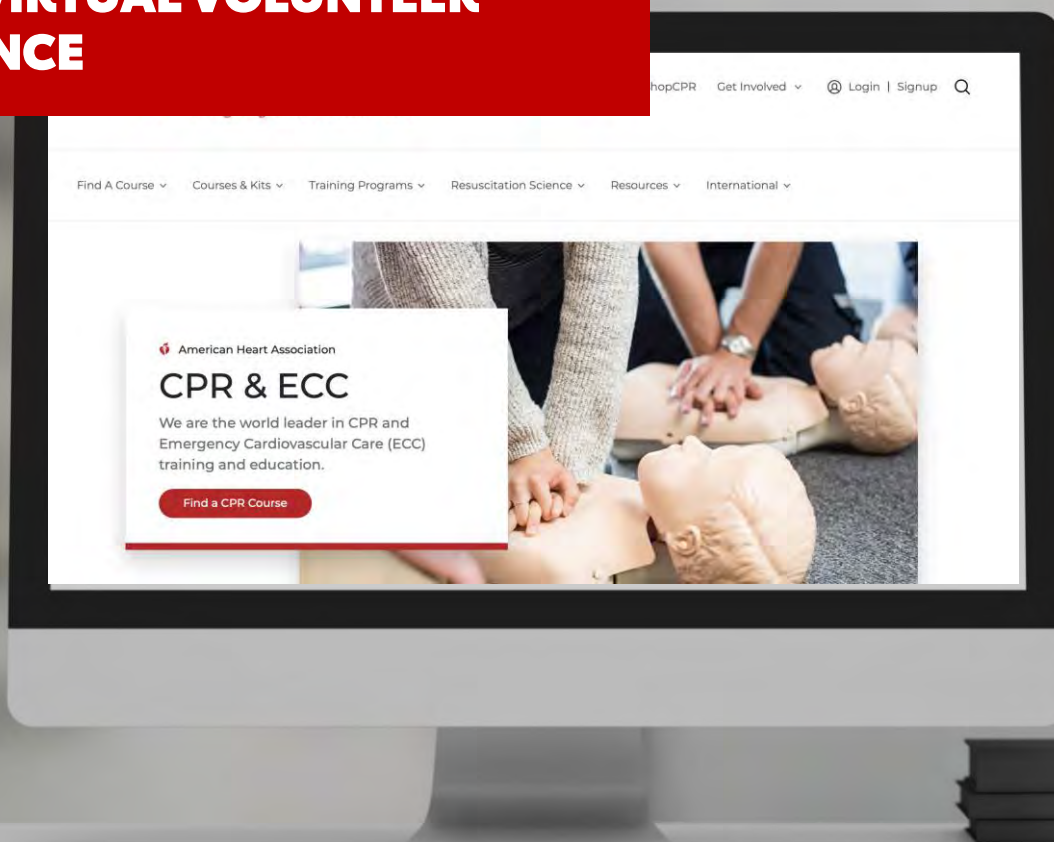
[Print resources](#) and materials from the facilitator guide to share with participants and hang up around the space.

ON THE DAY OF THE EVENT

- Decorate to create a party atmosphere
- Purchase snacks and water
- Make sure the A/V equipment is working
- Inflate the manikins
- Follow the steps and lesson plans outlined in the facilitator binder
- Take photos and videos **to capture your event** and share them with your local American Heart Association staff person!

Before sharing, make sure that all people have signed our [photo release form](#) so they are aware their photo may be shared in various places including social media or our website.

OPTION 2: HOST A VIRTUAL VOLUNTEER EXPERIENCE



Select the **“Virtual Hands-Only CPR Volunteer Activity”** in the [Company Sign-Up Form](#).

PLANNING YOUR VIRTUAL HANDS-ONLY CPR VOLUNTEER ACTIVITY:

Invite employees to attend one of the LIVE virtual presentations led by the American Heart Association to learn about Hands-Only CPR and the warning signs of a heart attack. The one-hour presentation, led by AHA volunteers, include optional calls to action with fun virtual volunteer activities that can be completed anytime, anywhere.

Recordings will also be available to share on your community’s specific Serve Day.

Dates of live virtual Hands-Only CPR Presentations:

October 16th – [World Restart A Heart Day](#)

February 4th – [Wear Red Day](#)

June 1st – [CPR & AED Awareness Week](#)

By the end of the presentation, participants will be able to share:

- How and when to use Hands-Only CPR
- What to do when you call for 911
- Ways to take action and get involved.

Virtual volunteer activities To be shared with employees during the virtual presentations

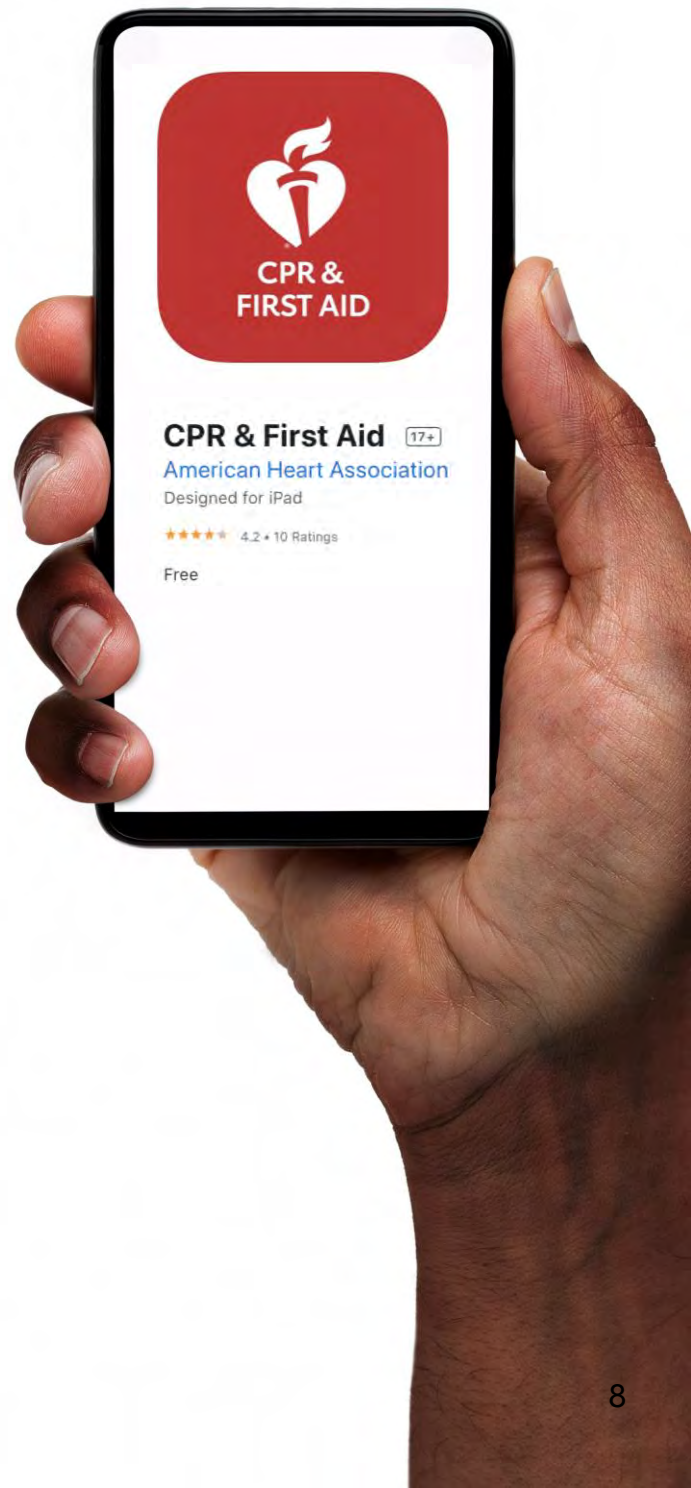
Download the AHA's CPR & First Aid App

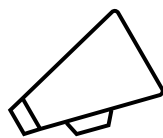
This app includes short and interactive health lessons to help employees be prepared to act in an emergency and brush up on lifesaving CPR & first aid skills with the American Heart Association!

Download via the [App store](#) or [Google Play](#)

RAISE AWARENESS

- o [Click here](#) to find messages and images, posters, e-mail templates and more that your employees can use share what they have learned about Hands-only CPR with others on social media and with family, friends and co-workers!
- o Encourage employees to join the American Heart Association's the [You're the Cure Advocacy Network](#) to communicate with key legislators, connect with advocates near you and stay up-to-date on the heart and stroke issues that matter most to you.
- o Share how to [become a regional CPR Volunteer](#).
- o Find a local [training center](#) for employees interested in becoming certified in CPR..
- o Provide the opportunity to employees to purchase an [Adult & Child CPR Anytime Kit](#) and practice the skill in the comfort of their own home with friends and family.





Share How Your Employees Are Making A Difference!



GET SOCIAL

Share information about your company's volunteer experience using the American Heart Association approved social media messages below, along with a photo of your volunteer activity:

- o "We are a proud local sponsor of the [event name] but our support of the American Heart Association goes beyond the ballroom. We are getting to the heart of the matter and being a relentless force by [insert volunteer activity]."
- o "It is not about dressing up. It is about showing up – for our community – and being a relentless force for longer, healthier lives. We are joining together in the spirit of the American Heart Association’s mission, volunteering with other non-profit organizations that care about our community. We are a proud local sponsor of the [event] and are happy to celebrate our community’s Heart of (insert city name) Serve Day."

AFTER YOUR COMPANY’S IN-PERSON OR VIRTUAL EVENT

Thank your volunteers and colleagues. Sample thank you email to volunteers:

Dear NAME,

Thank you for supporting [insert COMPANY NAME]’s Hands-Only CPR Event. With your help, our company trained X number of people on the lifesaving skill of Hands-Only CPR. Thanks to YOU for making a big impact and helping build an army of lifesavers in our community! Together, we are working with the American Heart Association to support overall heart health of our community. You are making a positive impact, and we appreciate your participation!



Tip: Turn your time into treasure! If your company offers Dollars for Doers, be sure to encourage employees to log their volunteer hours!

Visit www.heart.org/matchinggifts, type in your company name and scroll to the bottom of the page see if your company offers these dollars.



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