

Community CPR Training Toolkit





COMMUNITY CPR TRAINING PROGRAM TOOL KIT

This tool kit is free to EMS agencies interested in implementing a community CPR training program. The materials have been developed to provide step-by-step instructions for implementing a program and useful materials to assist you in that process. This and other toolkits may also be found at <http://resuscitationacademy.org/>.



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Community CPR



Overview

Bystander CPR is a vital intervention for patients with out of hospital cardiac arrest (OHCA). Although bystander CPR can more than double a patient's chance of survival, in many communities, less than one-third of out of hospital cardiac arrest patients receive this action before the arrival of EMS.

With the revision of AHA's 2010 bystander CPR Guidelines, it is now easier and faster to train laypersons on basic CPR technique. A renewed emphasis on training must be undertaken in order to increase community knowledge and in turn increase the chances of survival from cardiac arrest.

Many laypersons are not aware of these revisions. Hands-only chest compressions without rescue breathing can be marketed to emphasize the ease of learning and performing bystander CPR.



Due to the large variances among communities, this section is intended to serve as a resource rather than a toolkit. There currently exists a wide variety of community CPR programs. Please choose the resources and programs that best fit your community and tailor them to your community's need.





Community Buy-In: Achieving Buy-In

Raising public awareness around OHCA is lifesaving, yet may prove challenging at times. Broadcasting a strong public message is essential to engaging the community. Steps to raising public awareness begin with identifying, educating, and engaging allies from within the community. Partnering with EMS eases buy-in from public officials and other community leaders.

Using an organized approach:

Identify Key Stakeholders.

- Local EMS and Hospital Leaders
- Government leaders at the local, city, and county levels
- Medical Directors
- Health Department Directors
- Local media (radio, television, newspapers)
- Community organizations
- Health Clubs and Recreation Centers
- Businesses that may be large employers in a community
- Schools
- Religious leaders
- Neighborhood groups
- Professional Sports Teams
- Youth activity leaders



Find Common Ground.

Investigate the mission statements of potential key stakeholders and identify common ground. Use this to your advantage in establishing a mutually beneficial partnership.

Make Contact.

Contact each stakeholder with an individualized message and request for specific actions. These may include (but are not limited to):

- Sponsor an ordinance
- Create a Public Service Announcement (PSA)
- Request public reporting of SCA survival rates to the community
- Purchasing and installing an AED
- Sponsor a CPR training session
- Participate or create a SCA survivor celebrate

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Media blast!

Using different media venues disseminate specific messages to the community. Consider using flyers, radio spots, TV commercials, social media, or sports and halftime announcements.

Build Connections.

Strengthen relationships by providing resources or skills community partners can use to promote community CPR. Ideas include: training group leaders in CPR skills and encouraging them to create programs to pass on these skills, providing training tools for programs, or creating a survivor group and linking them to a national survivor organization to encourage survivor led events.

Emphasize Important Points.

It is now easier than ever to learn CPR. Removing rescue breathing and focusing on hands-only chest compressions will not only speed up the learning process, but also encourage individuals to be more confident in their ability to perform CPR.

Statistics.

Provide quick stats from your community if possible. People are more likely to engage if they can relate to their community. For example, if the numbers for individuals certified in CPR are low for a community, a motivating factor may be a goal to increase that number.

Personalize.

Using stories of a community member that has survived cardiac arrest always helps engage others to take action. The story can tie in several aspects, such as the bystander and rescuers' side.



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Get the facts.

Providing eye catching quick factsheets can also help educate the community. An example taken from AHA facts:

- *EMS treats nearly 300,000 victims of out-of-hospital cardiac arrest each year in the U.S.*
- *Less than eight percent of people who suffer cardiac arrest outside the hospital survive.*
- *Sudden cardiac arrest can happen to anyone at any time. Many victims appear healthy with no known heart disease or other risk factors.*
- *Less than one-third of out-of-hospital sudden cardiac arrest victims receive bystander CPR.*
- *Effective bystander CPR, provided immediately after sudden cardiac arrest, can double or triple a victim's chance of survival.*
- *Studies have shown that children as young as 9 years old can learn and retain CPR skills.*

-American Heart Association

Make it fun!

Creating a catchy and interactive theme (i.e. slogans, logos, etc.) will spark a greater interest in community wide participation. Hosting events or community challenges could create friendly competition to increase numbers. An example of this is AHA's Stayin' Alive Campaign (http://www.heart.org/HEARTORG/CPRAndECC/HandsOnlyCPR/Hands-Only-CPR_UCM_440559_SubHomePage.jsp).



Program Leadership

Challenges

Even in well-trained communities such as Seattle and King County, bystander CPR still remains low (~30%) without dispatcher-assisted telephone CPR instructions.

Consistent with the chain of survival, the critical first step is recognizing OHCA and taking action immediately. People need to learn how to recognize the signs of SCA. Informing community members on symptoms of OHCA will lead to quicker activation of the EMS system and early CPR.



Perhaps the greatest barrier to a successful community CPR program is the fear and stigma associated with CPR. It is necessary to identify and address these important points for your community. Many individuals have hesitations on performing CPR for a number of reasons. Some possible anxieties include: hurting the patient, a sense of incompetence in performing life-saving actions, fear of mouth-to-mouth, and concern with legal consequences.

Solutions

Address these reluctances by providing accurate and correct information in an engaging manner. People are more likely to move forward when they learn their concerns are dispelled. This would be another opportunity to re-emphasize the hands-only CPR especially when addressing concerns regarding fear of mouth-to-mouth issues as well as the misperceived difficulty of performing the physical act of CPR. Educate community members not only about the importance of compression only CPR, but also what symptoms to look for in the event of SCA.

Keys to Success:

Innovation, creativity, and flexibility are keys to a successful community CPR program. Each community is unique and has its own strengths and weaknesses. Catering to these strengths and specifics of your community will help ensure a more tailored experience.

Leaders must also have perseverance; not every community will respond in the same way to CPR programs. If a community training event does not work well, it is simply a learning opportunity to better understand where your community stands and how you can better reach them with alternative training ideas.

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Feedback and Monitoring

Measuring cardiac arrests and arrest characteristics within your community is the only way to know if community CPR efforts are effective. Cardiac arrest monitoring systems such as the Cardiac Arrest Registry to Enhance Survival (CARES) establish a baseline data repository for monitoring cardiac arrests events. Data can then be used to evaluate the number of incidents in which bystander CPR was performed and how that may change over time when new programs are implemented.



Training and Education

There are numerous varieties and approaches to community CPR training as well as approaches to increasing community awareness. These resources are intended to be tailored to the unique characteristics of your community. Every community has different circumstances and some resources may work better than others.

Traditional Courses

Traditionally, individuals take a certificate-based CPR course designed for lay-persons to learn the basic skills of CPR. These courses are still widely used and cost roughly \$50. Generally, these courses are aimed for those that have mandatory CPR certification for their occupation or those who wish to have additional training.



For individuals that are interested in taking these CPR courses, the American Heart association has a course finder (http://www.heart.org/HEARTORG/CPRAndECC/FindaCourse/Find-a-Course_UCM_303220_SubHomePage.jsp). Suited for individual learning styles, the AHA offers both classroom and online courses.

Ideas to synergize CPR certification into curriculum include:

- Integration into school curriculum
- Applying the existing training infrastructure of private/corporate businesses to include CPR training (http://www.heart.org/HEARTORG/CPRAndECC/CorporateTraining/Corporate-Training_UCM_001122_SubHomePage.jsp) (caterpillar)
- Holding training sessions at health fairs, fire stations, or training facilities for the community
- Training in hospital for families of those high risk patients prior to discharge (during the physician/patient education phase prior to discharge)

Mass CPR training events are also an option. These events demand a lot of attention and planning, however, the outcome may be greater in broadcasting CPR awareness. Drawing from all components possible, these events often include survivor stories, champions, local celebrities, sports teams, clubs, universities, politicians, and/or media entities.



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No matter what method of training is chosen, the important emphasis is on the efforts; to make sure they are ongoing and sustainable. Possible ways to assist in keeping the efforts going include asking for commitments, permanently including CPR training in business trainings, and having a regular presence in community events.

Free Online Resources

There are a number of online resources geared towards different target audiences.

The AHA's "Two Steps to Staying Alive" campaign is geared towards the general public. Their interactive website includes videos, scenarios, media centers, survivor videos, and instructions on how to give hands-only CPR. (<http://handsonlycpr.org/>)



The Medtronic Foundation in conjunction with the AHA has created a site geared towards a younger audience. The "Be the Beat" website has videos, games, and demonstrations on how to perform hands-only CPR. Additionally, those that visit the site have an opportunity to view prizes by earning points from clicking around the site. (<http://bethebeat.heart.org>)

The "Learn CPR" site has an abundance of CPR information, fun facts, and video demonstrations. This site also has a downloadable cell phone app and can be viewed in 6 different languages. The cell

LEARN CPR

You Can Do It!

phone apps were created for a quick reference for the lay person to understand the basics of CPR. These apps are free of charge and can be downloaded to any smartphone or tablet with an apple or android interface. A link is provided to email a doctor directly to ask any questions regarding CPR or related material. This site was created as a free public service supported by the University of Washington. (<http://depts.washington.edu/learncpr/>)



The American Red Cross is a valuable resource for those that are interested in being proactive in community CPR. The American Red Cross offers classes for CPR and other certifications. Additionally, this site has a link for individuals to find ways to help if they choose to put their skills to active use. (<http://www.redcross.org/>)

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HeartRescueNow Save-A-Life Simulator is a web-based simulation designed to walk through the steps and decision-making process for CPR from the perspective of the bystander.

(<http://www.heartrescuenow.com>)



Downloadable Apps for Smart Devices

Smart device applications offering adult and child CPR and choking are available from many organizations. Free apps are available in English and Spanish for free from LearnCPR.org at the Apple Store, Android Market, and the Google Play Store through searching for the key word *CPR*.

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Community Programs

Different Regions. Different Ideas.

Seattle, WA

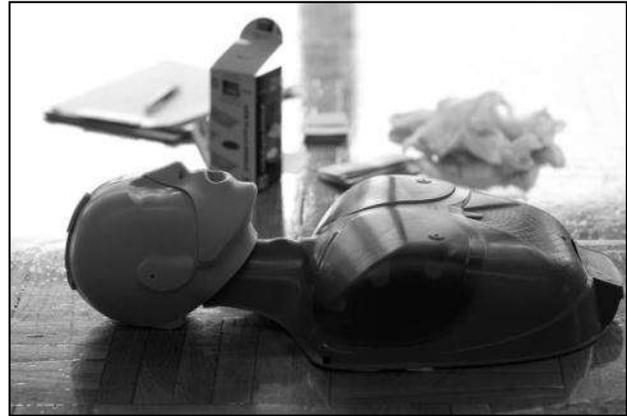
In 1971, Seattle Medic II was organized to improve a victim's chances of receiving bystander CPR. This program is a donation-based organization which relies heavily on public support and is run primarily by firefighters who volunteer their time. This public training arm of the Seattle Fire Department has trained over 817,000 individuals and continues to provide training to roughly 13,000 individuals in Seattle/ King County each year. Medic II offers adult CPR classes, refresher classes, infant/child CPR, AED/CPR, and ESL/CPR for those with limited English proficiency.

<http://www.seattle.gov/fire/medics/medicTwo.htm>



Arizona

The Arizona Save Hearts in Arizona Registry & Education (SHARE) Program has trained over 500,000 individuals state-wide since 2005. Methods used for training included training classes, video viewing, and marketing methods. Audio and Video messages (podcasts and YouTube videos) were created to teach compressions only CPR and also explain the rationale behind it. SHARE offered in-person free training in many locations sponsored by fire departments. They also provided free training kits sent to schools, PSAs, email updates to stakeholders, TV and Radio spots, and inserts mailed in utility bills. www.azshare.gov



Minnesota

In Minnesota, the SCA survivor network conducts school and community CPR and AED training throughout the state. This group uses the CPR Anytime kit to train individuals. Survivors travel to different locations to provide training as well as telling their story, offering a more personalized and impactful training session. www.mnscasurvivor.org





King County, Washington School Program

The King County CPR/AED program was created to train secondary school students to perform CPR and use AEDs in American Heart Association approved classes in King County, excluding the Seattle School District. Students, grade 6 through 12, were taught by teachers and local firefighters. Since starting in 1978, 10,000 to 18,000 students are trained annually.



Currently, 7 school districts participate in the student CPR training program, with the majority contracting with the EMS Division to provide funds for the program in their district. Approximately \$69,000 annually is divided amongst all school districts to be used for:

- Training school teachers to be CPR instructors
- Purchasing equipment, audio visual aids and supplies
- Providing CPR instructors from the community if necessary

The goal of the program is to provide training to students twice prior to graduation from high school. In some districts it is a required part of the students learning and curriculum objectives. The American Heart Association's standard curriculum is used.

The program emphasizes training school teachers to become certified CPR instructors for training students in the classroom. Funds provided to each district are used to hire substitute teachers in order to allow teachers to attend CPR instructor workshops provided by the EMS Division. Approximately 200 school teachers actively participate in the program. A one-day re-certification workshop is required every two years.

Several school districts use the funds to bring CPR instructors, school nurses, or Fire Department personnel to the schools when teacher training is not feasible, or if teachers would like assistance.

Additional funds are used for program operations at the school level for the purchase of CPR training manikins, audiovisual aids and miscellaneous operating supplies.

The opportunities for CPR training are usually geared towards a young adult or adult generation, for instance, employers mandating their employees to be trained for safety certain occupations requiring certification, or interested individuals who want to become certified. There is no streamlined approach to train those individuals generally 18 years and younger. It is important to know that kids can be taught to save lives. Teaching kids CPR can really make a huge difference- and one of the best approaches is to implement or integrate CPR training in to a





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school's curriculum. Studies have shown that younger children are capable of learning and performing the basic skills of CPR. These are skills they will remember for the rest of their lives. Implementing programs such as these ensure that all students will be trained at some point prior to graduating high school. Another benefit of this would be increasing the broad number of trained individuals in a given community.

If no funds are available in your area, a similar program could be established on a much smaller scale. We recommend recruiting school teachers to obtain the CPR instructor training on a volunteer basis and make arrangements to borrow training equipment and supplies from your local American Red Cross or local fire departments.

Every community has public events that attract a large turnout from its members. These would serve as great opportunities to tie bystander CPR training to. Events can include races, expos, fairs, summer celebrations.

Spokane, WA

Bloomsday. The Spokane Fire Department encouraged Bloomsday race participants (over 50,000 individuals) to learn the basics of Hands-only CPR. Firefighters were onsite at the trade show and race day to train race participants hands-only CPR. In addition, a YouTube video was produced for training the basics of CPR.



Calgary, AB, Canada

Ambulance Chasers Charity Run. The Calgary EMS Foundation conducts a 5k and 10k run to promote a Heart Safe City. All participants are required to watch a 2 minute training video prior to the start of the race. The event consists of runners literally chasing the ambulance around the city.

Innovative Approaches

Flash Mobs

CPR flash mobs are growing in popularity. Flash mob participants choreograph a routine where they demonstrate how to perform CPR, usually to the beat of a song. Some flash mobs pretend to perform CPR on one another while others physically use manikins. They have been sighted all over the world from WA, CA, NY, TX, and even as far as Australia. CPR Flash mobs have taken place at halftimes of basketball games, high traffic areas such as markets, town centers, or even on the street. These events are attention



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grabbing and a good way to get the message out. Recorded CPR Flash mobs for ideas can be found here:

- 1) At a basketball game pre-show: <http://www.youtube.com/watch?v=HFeEYumVg9M>
- 2) In a shopping mall: <http://www.youtube.com/watch?v=vwc0KXJTugg> or
- 3) In a transportation center: <http://www.youtube.com/watch?v=EekFi4iso2I>.



Targeted Community Programs

The HEARTSafe Community Recognition program (<http://heartsafe-community.org/>) is used to promote survival from OHCA. A region establishes a set of minimum criteria its communities must meet in order to achieve HEARTSafe status. An example of a goal is widespread CPR instruction. Once a community has reached HEARTSafe status, street signs stating the HEARTSafe status are posted at the community line. If a community is unable to meet the minimum criteria, steps are taken to eventually achieve accreditation.

Citizen CPR Initiative

Local Red Crosses across the country have started 'Citizen CPR' initiatives. Their goal is to train 5 million people in compressions/hands-only CPR this year. Working in partnerships with other local agencies, the Red Cross trains individuals in citizen, hands-only CPR. An example is the Red Cross has partnered with QVC to train their employees. Currently, they are training QVC employees at 8 different locations throughout the nation. Materials used to train are a 30 minute instructor-led skills training as well as a PDF instructional guide and a two minute video which can be found at their website.



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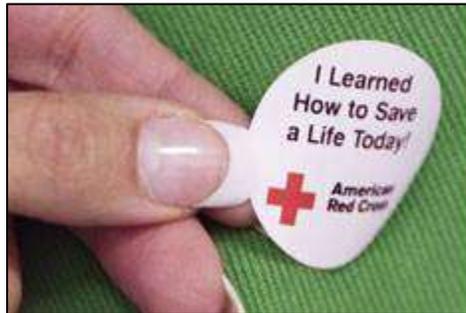




Tools to Launch the Program

Courses

Courses are offered by the American Red Cross, American Heart Association, and the Red Cross. All three organizations offer hands-only CPR. The Red Cross will arrange group training sessions with advanced notice.



CPR Anytime

The American Heart Association and Laerdal Medical Corporation created the CPR Anytime Kit which is roughly \$40.00. These kits can be used to train individuals or groups in a variety of settings. CPR Anytime was designed to be shared with the learner's friends and family, allowing for ease of access to a manikin to practice basic CPR skills and to reduce the cost of training. The kit includes an inflatable manikin, a DVD with a do-along demonstration for hands-only CPR (and instructions for using an AED).





Reusable Torso Manikins

Another option is to purchase reusable torso manikins to train hands-only CPR. Although these manikins are a pricier option than the CPR Anytime Kits, they are reusable and last a longer period of time. Additionally, because these manikins are more lifelike, it provides the trainee an opportunity to feel what it is like to push on the chest. These manikins also load up into a duffle bag and can be cleaned easily. Different vendors sell these types of manikins and the cost will vary. More information to purchase these manikins can be found on the internet.



Other programs

Many times CPR courses are partnered with already existing PAD programs. Try to identify a PAD program in your area and seek interest in creating a partnership to include a CPR training component to their program. If a PAD program does not exist in your community, perhaps it would be a good opportunity to create a training program that raises awareness of PAD and CPR so both sides of the equation are balanced.

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Press Release Template

Prepare a press release to announce new programs, campaigns, or events. Send to relevant print, online, local broadcast outlets, community newspapers covering your area as well as hyperlocal blogs (a discussion or informational site specific to the targeted area)

FOR IMMEDIATE RELEASE:

Date Press Release to go Live:

Contact:

Contact Person

Company Name

Telephone Number

Fax Number

Email Address

Web site address

Headline

City, State, Date — Opening Paragraph (should contain: who, what, when, where, why):

Body of Text– Should include any relevant information to your products or services. Include benefits, why your product or service is unique. Also include quotes from staff members, industry experts or satisfied customers.

(Restate Contact information after your last paragraph):

For additional information or a sample copy, Contact: (all Contact information)

Summarize product or service specifications one last time

Company History (try to do this in one short paragraph)

#

(Indicates Press Release is finished)

Sample press release

March 1, 2012

Contact: Community CPR Program – Anne Curtis 206-263-8317

Public Health - James Apa 206-205-5442

It's shockingly simple to save a life. Every year more than 300,000 Americans die from sudden cardiac arrest (SCA) – a condition in which the heart unexpectedly stops beating. It

Community CPR



can happen anywhere, to anyone, at any time, even to those with optimal heart health. And when it occurs – seconds count.

Led by Public Health – Seattle & King County’s Emergency Medical Service Division, the initiative is designed to see if having additional laypersons trained in CPR will increase resuscitation on people quicker and will in turn improve community cardiac arrest survival rates.

Each year 4,000 Washingtonians suffer a sudden cardiac arrest. The earlier SCA is recognized and the earlier chest compressions are started, the higher the likelihood of survival is. Bystander CPR can keep blood flowing throughout the body until emergency teams arrive. Studies have shown that bystander CPR can more than double the chance of survival if it is started within minutes on an SCA victim.

[ADD DETAIL ABOUT YOUR ORGANIZATION’S SUPPORT OF THE SHOCKINGLY SIMPLE CAMPAIGN.]

To learn more about the Shockingly Simple campaign or training opportunities within King County, please visit: www.kingcounty.gov/aed.



Checklist

- Establish committed leadership with physician involvement
- Monitor and publically report OHCA survival to hospital discharge rates
- Educate stakeholders and community leaders about CA survival in their community
- Acquire written commitment from stakeholders and build partnerships
- Create relationships with EMS agencies in your community, enlist their support
- Plan an annual survivor dinner; invite 911 dispatchers, EMS professionals, and bystanders who participated in saving a life
- Identify and educate local celebrities who can help promote awareness and partake in survivor events
- Set up an organized system for public appearances, training sessions, and media opportunities
- Establish a website and other web-based entities such as social media
- Create a local chapter in an already established survivor network (www.suddencardiacarrest.org)
- Train local groups to disseminate CPR training. Make sure to assist in providing resources as well as reporting (documenting well!) the number of people trained



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The Resuscitation Academy is supported by:

*Seattle Medic One Foundation, in partnership with
King County Medic One
Seattle Fire Department
King County Training
Asmund S. Laerdal Foundation
Medtronic Foundation
Public Health-Seattle & King County
Harborview Medical Center-University of Washington
Life Sciences Discovery Fund*

