



American Heart Association.

CPR Month

#CPRwithHeart

Latin America, the Caribbean, Spain and Portugal CPR Month Toolkit

1–31 October

This document contains available resources that can be used for planned activities throughout CPR Month.

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CPR Month

October is CPR Month in Latin America, the Caribbean, Spain and Portugal. Globally, cardiac arrest claims more lives than colorectal cancer, breast cancer, prostate cancer, influenza, pneumonia, auto accidents, HIV, firearms and house fires combined. About 90 percent of people who experience cardiac arrest outside of a hospital will die. If you are called on to give CPR in an emergency, you will most likely be trying to save the life of someone you know or love.

Key Messages

- Learning CPR will help save lives.
- CPR, especially if performed immediately, could double or triple a person's chance of survival from cardiac arrest.
- About 70% - or nearly 3 out of 4 - cardiac arrests that happen outside a hospital happen at home.
- Women are less likely to receive CPR partly because people fear accusations of inappropriate touching, sexual assault, or injuring the person.
- Hands-Only CPR is a technique that the American Heart Association recommends to increase the likelihood of people performing CPR in an emergency.
- The two steps of Hands-Only CPR are to call emergency services and push hard and fast in the center of the chest. Use a familiar song to help you keep up the pace of 100-120 beats per minute.
- By equipping people with Hands-Only CPR training, they learn how simple the technique is and there is a comfort level that will help them overcome concerns that cause hesitation to act in an emergency.
- If you're called on to do CPR, you will likely be saving the life of someone you love.

Call to Action

- Take the CPR Challenge.
- When seconds matter most, CPR can be the difference in whether your friends and family survive. But not everyone knows how to perform CPR. We are challenging every household or family to have at least one person who knows Hands-Only CPR. You can watch a [90-second Hands-Only CPR instructional video](#) and share it. Even better, watch it with your friends and family so you all learn together.



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HANDS-ONLY CPR



2 STEPS TO SAVE A LIFE



Call your local
emergency
response number.



Push hard & fast in
the center of the chest
until help arrives.

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JOIN US TO LEARN HANDS-ONLY CPR

Watch the 60-second Hands-Only CPR video!

To learn more, visit: international.heart.org/hands-only-cpr



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JOIN US TO LEARN



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In a cardiac arrest seconds count. Quick CPR by someone near the person experiencing cardiac arrest could double or triple their chance of survival. Please join us to learn how to save a life with an American Heart Association CPR & First Aid Course.

To learn more, visit: international.heart.org/hands-only-cpr



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JOIN US TO LEARN **HANDS-ONLY CPR**



#CPRwithHeart

In a cardiac arrest seconds count. Quick CPR by someone near the person experiencing cardiac arrest could double or triple their chance of survival. Please join us to learn how to save a life with an American Heart Association CPR & First Aid Course.

To learn more, visit: international.heart.org/hands-only-cpr



October is CPR Month in Latin America, the Caribbean, Spain & Portugal



Seconds count in a cardiac arrest. If you see a teen or adult suddenly collapse, immediate CPR from someone on the scene can double or even triple their chance of survival.

Would you know what to do if you saw someone suddenly collapse?

Don't be afraid. Your actions can only help. Learn how to save a life today.

TRAINING OPTIONS AVAILABLE

Take a Heartsaver® or Family and Friends CPR® course



Contact your American Heart Association Training Center for more information:

Attend a Hands-Only CPR Awareness Event



Join us for a Hands-Only CPR awareness event near you:

To learn more, visit: international.heart.org/hands-only-cpr

*Successful completion and skills testing with an AHA instructor can earn an American Heart Association Heartsaver First Aid CPR & AED Course Completion Card, valid for two years.

CARDIAC ARREST VS. HEART ATTACK

People often use these terms interchangeably, but they are not the same.

WHAT IS CARDIAC ARREST?

CARDIAC ARREST occurs when the heart malfunctions and stops beating unexpectedly.

Cardiac arrest is triggered by an electrical malfunction in the heart that causes an irregular heartbeat (arrhythmia). With its pumping action disrupted, the heart cannot pump blood to the brain, lungs and other organs.



Cardiac arrest is an **"ELECTRICAL"** problem.

WHAT IS A HEART ATTACK?

A **HEART ATTACK** occurs when blood flow to the heart is blocked.

A blocked artery prevents oxygen-rich blood from reaching a section of the heart. If the blocked artery is not reopened quickly, the part of the heart normally nourished by that artery begins to die.



A heart attack is a **"CIRCULATION"** problem.

WHAT HAPPENS

Seconds later, a person becomes unresponsive, is not breathing or is only gasping. **Death occurs quickly if the person does not receive immediate CPR.**

WHAT TO DO



A person's chance of surviving cardiac arrest can be doubled or tripled if CPR is provided immediately. First, call your local emergency number and start CPR right away. Then, if an Automated External Defibrillator (AED) is available, use it as soon as possible. If two people are available to help, one should begin CPR immediately while the other calls your local emergency number and finds an AED—there is a 10% drop in survival each minute, which is why CPR is so important. EMS staff are also trained to revive someone whose heart has stopped.

CARDIAC ARREST is a LEADING CAUSE OF DEATH.

Cardiac arrest affects thousands of people annually with about 75% of them occurring in the home.

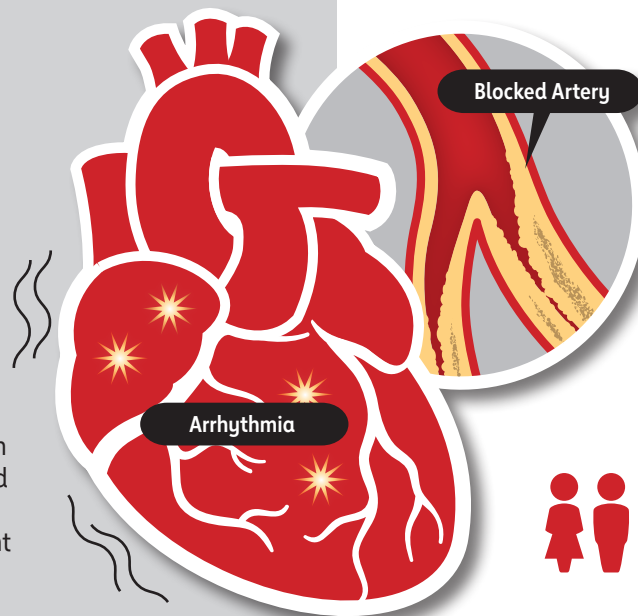


Fast action can save lives.

For more information on American Heart Association CPR training classes in your area go to heart.org/cpr.

Follow us:

[facebook.com/AHACPR](https://www.facebook.com/AHACPR) twitter.com/HeartCPR [#CPRwithHeart](https://twitter.com/HeartCPR)



WHAT HAPPENS

Symptoms of a heart attack may be immediate and may include intense discomfort in the chest or other areas of the upper body, shortness of breath, cold sweats, and/or nausea/vomiting. More often, though, symptoms start slowly and persist for hours, days or weeks before a heart attack. Unlike with cardiac arrest, the heart usually does not stop beating during a heart attack. **The longer the person goes without treatment, the greater the damage.**



The heart attack symptoms in women can be different than men (shortness of breath, nausea/vomiting, and back or jaw pain).

WHAT TO DO



Even if you're not sure it's a heart attack, call your local emergency number. Every minute matters! It's best to call your local emergency number to get to the emergency room right away. Emergency medical services (EMS) staff can begin treatment when they arrive. Patients with chest pain who arrive by ambulance usually receive faster treatment at the hospital, too.



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HANDS-ONLY CPR VS. CPR WITH BREATHS

HANDS-ONLY CPR



CALL YOUR LOCAL EMERGENCY RESPONSE NUMBER



PUSH HARD & FAST IN THE CENTER OF THE CHEST

Public awareness campaign to get more people to act when they encounter a cardiac arrest. Starting point to get more people to learn CPR.

Will not meet requirements if you need CPR for your job.

CPR TRAINING



COMPRESSIONS + BREATHS

Offered through online or in-person classes. Provides more in-depth training with an instructor, including CPR with breaths and choking relief.

Often necessary for people who need CPR training for work.

HOW DOES IT WORK?

Chest compressions are good for the first few minutes someone is in cardiac arrest pushing remaining oxygen through body to keep vital organs alive. Buys time until someone with more skills can provide help.

CPR with breaths combines chest compressions and breaths, providing additional oxygen to circulate throughout the body.

WHO CAN I USE IT ON?

Adult and teens.

Anyone who is in cardiac arrest, including: adults and teens, infants and children, pregnant women and any victims of drowning, drug overdose, collapse due to breathing problems or prolonged cardiac arrest.

HOW DO I LEARN?

Go to international.heart.org/hands-only-cpr to learn the steps of Hands-Only CPR.

Go to international.heart.org/resources and click the Atlas button to find a class online or near you.



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To learn more, visit
[international.heart.org/
hands-only-cpr](https://international.heart.org/hands-only-cpr)
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Every Second Counts in Cardiac Arrest



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Every Second Counts in Cardiac Arrest



Learn the two simple steps:

1

Call your local emergency response number



2

Push hard & fast



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Hands-Only CPR



TWO STEPS TO SAVE A LIFE

1

Call your local
emergency
response number



2

Push hard & fast in
the center of the chest



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Are You Prepared?



Learn the two simple steps of Hands-Only CPR:

1

Call your local
emergency
response number



2

Push hard
& fast



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international.heart.org/hands-only-cpr



♥ Why Learn Hands-Only CPR?

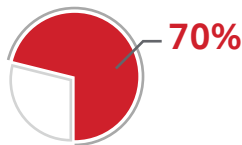
Cardiac arrest – an electrical malfunction in the heart that causes an irregular heartbeat (arrhythmia) and disrupts the flow of blood to the brain, lungs and other organs – is a leading cause of death. Each year, more than 350,000 EMS-assessed out-of-hospital cardiac arrests occur in the United States.

When a person has a cardiac arrest, **survival depends on immediately receiving CPR from someone nearby.**

According to the American Heart Association, about 90 percent of people who suffer out-of-hospital cardiac arrests die. CPR, especially if performed immediately, can double or triple a person's chance of survival from cardiac arrest.

♥ Be the Difference for Someone You Love

If you are called on to give CPR in an emergency, you will most likely be trying to save the life of someone you love: a child, a spouse, a parent or a friend.



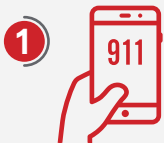
Over **70 percent** of out-of-hospital cardiac arrests happen in homes.



Only about 40% of people who experience an out-of-hospital cardiac arrest receive the immediate help that they need before professional help arrives.

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:



Call 911 if you see a teen or adult suddenly collapse.



Push hard and fast in the center of the chest to the beat of a familiar song that has 100 to 120 beats per minute.

♥ Call 911

The telecommunicator on the other end of the line can assist you while getting the emergency help you need on the way.

♥ Music Can Save Lives

Song examples include “Stayin’ Alive” by the Bee Gees, “Crazy in Love” by Beyoncé featuring Jay-Z, “Hips Don’t Lie” by Shakira” or “Walk the Line” by Johnny Cash. People feel more confident performing Hands-Only CPR and are more likely to remember the correct rate when trained to the beat of a familiar song.

When performing CPR, you should push on the chest at a rate of 100 to 120 compressions per minute, which corresponds to the beat of the song examples above.

♥ Take 90 Seconds to Learn How to Save a Life

Watch the 90-second video. Visit heart.org/handsonlycpr to watch the Hands-Only CPR instructional video and share it with the important people in your life. Hands-Only CPR is a natural introduction to CPR, and the AHA encourages everyone to learn conventional CPR as a next step. You can find a CPR class near you at heart.org/CPR.

NOTE: The AHA still recommends CPR with compressions and breaths for infants and children and people experiencing drowning, drug overdose, or people who collapse due to breathing problems.





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CPR Playlist

The songs on this list are between 100 - 120 beats per minute, the same rate at which you should perform compressions when administering CPR.

Stayin' Alive – Bee Gees
Adventure of a Lifetime – Coldplay
Can't Stop the Feeling – Justin Timberlake
One Dance – Drake, Wizkid, Kyla
Call Me Maybe – Carly Rae Jepsen
Just Dance – Lady Gaga, Colby O'Donis
Poker Face – Just Dance
Uptown Funk – Mark Ronson, Bruno Mars
Wannabe – Spice Girls
All Star – Smash Mouth
Best Day of My Life – American Authors
Brand New Day – Sting
Billie Jean – Michael Jackson
Just a Girl – No Doubt
Bye Bye Bye – *NSYNC
More Than A Feeling – Boston
Eye of the Tiger – Survivor
Grenade – Bruno Mars
This Is How We Do It – Montell Jordan, Wino
Ring of Fire – Johnny Cash
Rolling in the Deep – Adele
Take a Chance on Me – ABBA
Ice Ice Baby – Vanilla Ice
Jump – Kris Kross
Rhythm Nation – Janet Jackson
Whenever, Wherever – Shakira
Getting' Jiggy Wit It – Will Smith
Get Outta My Dreams, Get Into My Car – Billy Ocean
I Wanna Dance with Somebody (Who Loves Me) – Whitney Houston

HANDS-ONLY CPR

2 STEPS TO SAVE A LIFE



Call your local emergency response number if you see a teen or adult suddenly collapse.



Push hard and fast in the center of the chest to the beat of a familiar song that has 100 to 120 beats per minute.

Spanish CPR Playlist can be found on [Spotify](#).



Hands-Only CPR Frequently Asked Questions

Q: What is the Hands-Only CPR messaging based on?

A: The American Heart Association works with some of the world's leading CPR scientists and medical professionals. Their continuous review of published research studies on CPR resulted in the following American Heart Association Science Advisory, published in April 2008 in the medical journal *Circulation*: "[Hands-Only \(Compression-Only\) Cardiopulmonary Resuscitation: A Call to Action for Bystander Response to Adults Who Experience Out-of-Hospital Sudden Cardiac Arrest.](#)"

Q: Who should receive Hands-Only CPR?

A: Hands-Only CPR is recommended for use on teens or adults whom you see suddenly collapse.

Q: Are there times when I should use conventional CPR with breaths?

A: Yes. There are many medical emergencies that cause a person to be unresponsive and to stop breathing normally. In those emergencies, conventional CPR that includes mouth-to-mouth breathing may provide more benefit than Hands-Only CPR. The American Heart Association recommends CPR with a combination of breaths and compressions for:

- All infants (up to age 1)
- Children (up to puberty)
- Anyone found already unresponsive and not breathing normally
- Anyone who has experienced drowning, drug overdose, collapse due to breathing problems or prolonged cardiac arrest

Q: Why don't teens or adults who suddenly collapse need mouth-to-mouth breathing in the first few minutes after their cardiac arrest?

A: When a teen or adult suddenly collapses from cardiac arrest, they usually have enough oxygen to keep vital organs healthy for the first few minutes. Providing chest compressions that are hard and fast enough will help pump blood to the heart and brain. Studies have shown that Hands-Only CPR is just as effective as conventional CPR with breaths when given in the first few minutes of a cardiac arrest.

AHA recommends that those that know how to give conventional CPR do so, but Hands-Only CPR is an effective alternative if the rescuer is unable or unwilling to provide breaths (due to not having protective barrier devices or not knowing how). The AHA still recommends CPR with compressions and breaths for infants, children, people who have experienced drowning or drug overdose, or people who collapse due to breathing problems.



Q: In Hands-Only CPR, why don't I check the person's carotid pulse before I start compressions?

A: The purpose of the Hands-Only CPR instruction is to provide a lay responder with the basic tools needed to save a life. Recognition of cardiac arrest can be done in two simple steps when the collapse is witnessed. AHA's new [Hands-Only CPR videos](#) showcase Hands-Only CPR and how to properly use an AED (automated external defibrillator) if it is available. These videos empower the rescuer with the knowledge of what to do, regardless of the rescuer's experience with healthcare-related emergencies. In these videos, the teaching opportunity is for the learner to recognize that someone has collapsed and is in cardiac arrest and then provide the two-steps to save a life that they can take right away.

These steps include activating the emergency response system, providing immediate chest compressions and using an automated external defibrillator if it is available. [Our science guidelines](#) state that checking for a pulse is often inaccurate and delays the start of vital chest compressions in lay populations. Therefore, it is not recommended for those that are not healthcare professionals to take the time to check for a pulse.

Healthcare providers also may take too long to check for a pulse. The lay rescuer should not check for a pulse and should assume that cardiac arrest is present if an adult suddenly collapses or an unresponsive person is not breathing normally.

Q: In Hands-Only CPR, why don't I have to check the breathing first before I begin compressions?

A: Use Hands-Only CPR when you witness someone collapse so you can provide life-saving chest compressions immediately. If you witness a sudden collapse, cardiac arrest is likely the cause and compressions are needed immediately.

Q: Now that I know about Hands-Only CPR, do I still need to learn CPR with breaths?

A: CPR is a skill that can be improved with practice. The American Heart Association continues to recommend that you take a CPR course to practice and learn the skills of CPR, including giving high-quality chest compressions. People who have had CPR training are more likely to give high-quality chest compressions and are more confident about their skills than are those who have not been trained (or have not been trained in the past five years).



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Even a short CPR training program that you can do at home or workplace, such as the 20-minute CPR Anytime® program, provides skills training and practice that can prepare you to perform high-quality chest compressions.

Taking a Family & Friends® CPR with facilitator or Heartsaver® CPR AED training course with an AHA instructor can also teach the full array of skills needed to help save a life. To find a class near you, visit [Atlas](#).

There are many medical emergencies that cause a person to be unresponsive and to stop breathing normally. In those emergencies, CPR that includes mouth-to-mouth breathing may provide more benefit than Hands-Only CPR. Some examples include: unresponsive infants and children, anyone who is found already unresponsive and not breathing normally and people who have experienced drowning, drug overdose or collapse due to breathing problems.

Q: Is Hands-Only CPR as effective as CPR with breaths?

A: Any attempt at CPR is better than no attempt. Hands-Only CPR performed by a bystander has been shown to be as effective as CPR with mouth-to-mouth breaths in the first few minutes of an out-of-hospital sudden cardiac arrest. CPR with breaths may be better than Hands-Only CPR for certain people, though, such as infants and children, teens or adults who are found in cardiac arrest (whom you did not see collapse) or people who have experienced drowning, drug overdose or collapse due to breathing problems.

Q: Has the American Heart Association changed its recommendation for healthcare providers?

A: No. The current American Heart Association recommendation for healthcare providers has not changed.

Q: If I was trained in CPR that includes breaths and I see an adult suddenly collapse, what should I do?

A: Call your emergency response number and start CPR.

If you have been trained to provide CPR that includes breaths with high-quality chest compressions with minimal interruptions, provide either the conventional CPR that you learned (CPR with a ratio of 30 compressions to 2 breaths) or Hands-Only CPR. Continue CPR until an AED arrives and is ready for use or emergency medical service or a healthcare provider take over care of the person.



If you have not been trained to provide CPR that includes breaths with high-quality chest compressions with minimal interruptions, provide Hands-Only CPR. Continue Hands-Only CPR until an AED arrives and is ready for use or emergency medical service or a healthcare provider take over care of the person.

Q: Do I need to take a training course to learn how to do Hands-Only CPR?

A: CPR is a skill that is helped by practice. However, learning Hands-Only CPR is easy and takes only two steps: call the emergency response number and push hard and fast on the chest. For more information about Hands-Only CPR, including resources and training videos, please visit international.heart.org/hands-only-cpr/.

Q: What do I do if I find a teen or adult who has collapsed but no one saw it happen?

A: Call your emergency response number and start CPR. If you learned CPR with mouth-to-mouth breathing, call your emergency response number and provide CPR as you learned it. If you know only Hands-Only CPR, call your emergency response number and give Hands-Only CPR until an AED arrives and is ready for use or advanced care providers take over care of the person

Q: When I call my emergency response number, what will they ask or tell me?

A: Emergency response systems vary greatly around the world. However, the dispatcher (operator) may ask you about the emergency. They may ask questions about the person and whether they are responsive and breathing normally. They may ask if you know CPR and may tell you how to help the person until someone with more advanced training arrives and takes over. They may also ask for details like your location. It is important to be specific, especially if you're calling from a mobile phone as that is not associated with a fixed location or address. Remember that answering the dispatcher's questions will not delay the arrival of help. You need to stay on the phone until the dispatcher tells you to hang up.

Q: If I am using an AED that prompts CPR with breaths, should I give just chest compressions?

A: Follow the directions provided by the AED and minimize any interruptions to chest compressions. If you know how to provide chest compressions and breaths, do so. If not, provide Hands-Only CPR.

Remember, someone in cardiac arrest should receive high-quality chest compressions. You should push hard and fast in the center of the chest with minimal interruption.



Q: What should I do if I am getting tired from giving chest compressions before more help arrives?

A: Performing chest compressions correctly is hard work. The more tired you become, the less effective your compressions will be. If someone else knows CPR, you can take turns providing CPR. Switch rescuers about every 2 minutes, or sooner if you get tired. Move quickly to keep any pauses in compressions as short as possible. If you are alone, do your best to keep providing CPR. In addition, we also recommend that if the rescuer can help coach another person on how to do CPR, this would provide the opportunity to have multiple rescuers giving Hands-Only CPR until help arrives.

Q: How will I know if a person's pulse has returned or they begin breathing, while I am doing Hands-Only CPR?

A: Once someone begins breathing and has a pulse, they will likely provide some level of response, such as moaning, opening of the eyes or body movements.

Q: When do I stop giving Hands-Only CPR?

A: Continue pushing hard and fast in the center of the chest until help arrives. If the person speaks, moves or breathes normally while you're giving chest compressions, Hands-Only CPR can be stopped.

Q: Not all people who suddenly collapse are in cardiac arrest. Will CPR seriously hurt them?

A: Teens or adults who suddenly collapse are likely to have had a cardiac arrest, and their chance of survival is zero unless someone takes action immediately. You should call your emergency response number and push hard and fast in the center of the chest, with minimal interruptions. If cardiac arrest is the cause of the cardiac emergency, Hands-Only CPR is an easy, effective way to potentially double or triple the person's chance of survival. If a teen or adult has collapsed for reasons other than sudden cardiac arrest, Hands-Only CPR could still help by causing the person to respond (begin to move, breathe normally or speak). If that occurs, Hands-Only CPR can be stopped. Otherwise, chest compressions should continue until emergency services arrive.

Q: Can you break people's ribs by doing CPR?

A: Yes, however the chance of potential injury is minimal compared to the opportunity to save a life by providing chest compressions. A 2004 review of scientific literature showed that conventional CPR can cause fractures of ribs and/or the breastbone



(sternum) in at least one third of cases.¹ In a related study of people who had received such injuries from CPR, the fractures did not cause any serious internal bleeding or death.²

The chance of surviving an out-of-hospital cardiac arrest is zero for a person who does not immediately receive high-quality chest compressions with minimal interruptions followed by additional therapy within minutes (a defibrillating shock and/or more advanced care from emergency services personnel).

Q: Is there a danger in jumping in and giving CPR without being trained?

A: On average, any attempt to provide CPR to a person is better than no attempt to provide help.

Q: Why did the American Heart Association decide to recommend Hands-Only CPR for teens and adults who suddenly collapse?

A: The American Heart Association publishes updated Guidelines for CPR and Emergency Cardiovascular Care. These guidelines reflect a thorough review of current science by international experts. The 2010 guidelines reported that in studies of out-of-hospital cardiac arrest, adults who received Hands-Only CPR from a bystander were more likely to survive than those who didn't receive any type of CPR from a bystander.³

The 2015 AHA Guidelines Update for CPR and ECC confirmed this recommendation. In other studies, survival rates of adults with cardiac arrest treated by people who weren't healthcare professionals were similar with either Hands-Only CPR or CPR with breaths.⁴ When interviewed, bystanders said panic was the major obstacle to performing CPR. The two steps to Hands- Only CPR may help overcome panic and hesitation to act.

¹ Lederer W, Mair D, Rabl W, Baubin M. Frequency of rib and sternum fractures associated with out-of-hospital cardiopulmonary resuscitation is underestimated by conventional chest x-ray. *Resuscitation*. 2004;60:157-162.

² Hoke RS, Chamberlain D. Skeletal chest injuries secondary to cardiopulmonary resuscitation. *Resuscitation*. 2004;63:327-338.

³ Field J, Hazinski MF, Sayre M, et al. 2010 American Heart Association Guidelines for Cardiopulmonary Resuscitation and Emergency Cardiovascular Care. *Circulation*. 2010;122:S640-S656.

⁴ Neumar R, Shuster M, Callaway C, et al. 2015 American Heart Association Guidelines Update for Cardiopulmonary Resuscitation and Emergency Cardiovascular Care. *Circulation*. 2015; 132:S315-S367.



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Q: Hands-Only CPR was released as a Science Advisory in 2008. What is the American Heart Association's process for releasing Scientific Statements, Guidelines and Advisories?

A: Researchers and clinicians who serve as volunteer experts for the American Heart Association continually monitor and review the scientific literature related to the diagnosis and treatment of cardiovascular disease and stroke. When experts agree that published evidence supports a new or changed recommendation, a group of experts is asked to draft a scientific statement, guideline or advisory for publication in a peer-reviewed medical journal.

Q: Does the American Heart Association offer products that teach Hands-Only CPR?

A: We have a few courses that will teach Hands-Only CPR and provide an opportunity to practice on a manikin. The Adult & Child CPR Anytime Training Kit and Family and Friends are two community-based products that provide training in Hands-Only CPR.

In addition, the AHA provides training via our Heartsaver® courses, which offer blended learning and instructor-led classroom options for those that may or may not require a course completion card for work. Use our Find a CPR Class tool to reach a network of authorized AHA Training Centers and Instructors that offer in-person classroom training and skills sessions at convenient locations. The tool is available at atlas.heart.org.