



# AMERICAN HEART MONTH 2025 CONGRESSIONAL TOOLKIT

JOIN US IN CREATING A NATION OF LIFESAVERS™



American  
Heart  
Association®



# FEBRUARY IS AMERICAN HEART MONTH

Each year, more than 350,000 people, including 23,000 children, in the U.S. experience cardiac arrest outside of a hospital. CPR can double or even triple a person's chance of survival, yet most people in cardiac arrest do not receive immediate, lifesaving help from someone nearby.

During American Heart Month, the American Heart Association is challenging people across the country to join our Nation of Lifesavers™ movement and learn CPR.

When our schools and communities have cardiac emergency response plans in place, access to automated external defibrillators (AEDs) and people trained to respond in cardiac emergencies, it can mean the difference between life and death. Unanimous congressional support for the bipartisan [Cardiomyopathy Health Education, Awareness, Research and Training in Schools \(HEARTS\) Act](#) in the 118th Congress was a monumental step toward saving lives from cardiac arrest on school grounds and athletic facilities. **THANK YOU** for supporting policies that protect lives and strengthen the chain of survival across the country. We look forward to continuing to work with you to ensure the HEARTS Act is fully funded and the law is successfully implemented.

The American Heart Association is committed to doubling cardiac arrest survival rates by 2030, and we continue to support public policies nationwide that increase awareness of cardiac arrest and ensure funding and resources are available for schools to adopt and implement cardiac emergency response plans.

This February, join us in building a Nation of Lifesavers and take action making a lifesaving difference for the communities you serve by:

- Learning CPR and encouraging your constituents to do the same.
- Participating in [National Wear Red Day](#) on Friday, February 7 and sharing on social media with [#WearRedDay](#) to raise awareness of heart disease and stroke.
- Sharing the enclosed resources in your constituent-focused newsletters, social media channels and other communications venues.

Together, we will save lives! Thank you and Happy American Heart Month!



# SPREAD THE WORD

Use these blurbs in your newsletter, email correspondence and on your website to inform your constituents about how they can join the Nation of Lifesavers.

## **Blurb 1: Learn CPR this Heart Month**

Did you know more than 350,000 people, including 23,000 kids, experience cardiac arrest outside of a hospital every year in the United States? CPR, especially if performed immediately, can double or triple a person's chance of survival, yet less than half of all people who need CPR receive lifesaving help from someone nearby.

Establishing cardiac emergency response plans in schools, worksites and other public spaces, increasing access to automated external defibrillators (AEDs) and ensuring people in our community know CPR can save lives. That's why I proudly supported the bipartisan Cardiomyopathy Health Education, Awareness, Research and Training in Schools (HEARTS) Act in the 118th Congress to save lives from cardiac arrest nationwide.

If you saw someone collapse, would you be ready to save a life? Join me in building a Nation of Lifesavers by learning CPR today. Visit [Heart.org/Nation](https://www.heart.org/Nation) for more information and resources from the American Heart Association.

## **Blurb 2: Join the American Heart Association's Nation of Lifesavers!**

Hands-Only CPR, especially if performed immediately, can double or even triple a person's chances of surviving cardiac arrest. According to the American Heart Association, it only takes two simple steps, performed in this order:

**Step 1:** Call 911 immediately if you see a teen or adult suddenly collapse.

**Step 2:** Push hard and fast in the center of the chest to the beat of a song with 100 beats per minute (i.e., "Staying Alive").

Did you know up to 23,000 children experience cardiac arrest outside of the hospital each year and 40% are related to sports? Join the American Heart Association's Nation of Lifesavers movement and be ready to step up for a loved one, a neighbor, a friend or a co-worker. Visit [Heart.org/Nation](https://www.heart.org/Nation) to learn more.



**DOWNLOAD GRAPHICS HERE**

# SHARE ON SOCIAL MEDIA

Use a template post below or share a personal story related to heart disease or cardiac arrest.

**Make sure to tag us!**



@AmHeartAdvocacy



@YoureTheCure



@American Heart

**Use these Heart Month hashtags:**



#HeartMonth #NationofLifesavers #CPRWithHeart #CPRsavesLives #WearRedDay

## Sample Captions:

- Call to Action:**
- Be ready. Learn CPR: [Heart.org/Nation](https://www.heart.org/nation).
  - Join the Nation of Lifesavers. Visit [Heart.org/Nation](https://www.heart.org/nation) to learn more.

**Caption 1:** During cardiac arrest, every second counts. Early access to CPR and the use of an AED can double or triple a person's chance of survival. That's why I'm joining the American Heart Association's #NationofLifesavers. Join me and learn how to save a life: <https://www.heart.org/en/nation-of-lifesavers>.

**Caption 2:** #DYK cardiac arrest is a leading cause of death worldwide? Cardiac emergency response plans can save lives by empowering people nearby to:

- ♥ Call 911
- ♥ Start CPR
- ♥ Use an AED

Be ready. Learn CPR: <https://www.heart.org/en/nation-of-lifesavers>.  
#NationofLifesavers

**Caption 3:** I wear red for the 23,000 kids who experience cardiac arrest outside of a hospital each year. The American Heart Association is committed to doubling cardiac arrest survival by 2030, and together, we can save lives! Join the #NationofLifesavers. <https://www.heart.org/en/nation-of-lifesavers>

**DOWNLOAD GRAPHICS HERE**





# INFOGRAPHICS

Share these infographics on your website and social media channels to raise awareness of heart disease and cardiac arrest.

## CPR in Schools

Training a Nation of Lifesavers.

**You can make a difference in your school, district and community.**

Let's create a nation of lifesavers by providing the needed financial support, so all students and educators have the opportunity to learn CPR in order to increase the number of people ready to take action in a cardiac emergency.

Teaching students CPR can save thousands of lives by filling our community with lifesavers, those trained to give people who experience cardiac arrest the immediate help they need to survive until EMTs arrive. Training students in CPR before graduation enables students to learn the lifesaving skills of CPR and also teaches AED awareness.

**Cardiac arrest is a leading cause of death. More than 350,000 people experience cardiac arrest outside of a hospital every year, and only 1 in 10 survive, most likely because they received timely CPR.**

**When CPR is started right away, it can double or triple survival rate – cardiac arrest is survivable for most people if it's treated within a few minutes.**

**Training every child and often starting with middle and high school students supports the concept of CPR and AED training across the life span, creating a culture of action that prepares and motivates people by their actions immediately on recognizing a cardiac arrest.**

**23,000 CHILDREN** receive CPR training every year by participating in programs offered in schools.

**ONLY 15%** of people survive cardiac arrest.

**79% OF CHILDREN** survive cardiac arrest, thanks to the immediate response of bystanders.

**Empowering a Nation of Lifesavers™**

The American Heart Association is leading to help thousands more students on the front lines of cardiac emergency response. Organize a program and empowered to become and be in the role of a trained and prepared CPR.

**THAT MEANS:**

- Empowering every school and educator with the tools to save lives.
- Working closely with local emergency services providers to integrate the CPR into the community's emergency response.

**JOIN THE NATION OF LIVESAVERS™**

AMERICAN HEART ASSOCIATION  
LIVESAVERS.ORG

## Cardiac Arrest vs. Heart Attack

It's often easy to confuse the two terms interchangeably, but they are not the same.

**WHAT IS CARDIAC ARREST?**  
An electrical problem. Cardiac arrest is an "ELECTRICAL" problem. It occurs when the heart's electrical system malfunctions, causing the heart to stop beating suddenly and completely.

**WHAT IS A HEART ATTACK?**  
A circulatory problem. A heart attack occurs when blood flow to the heart is blocked. A blocked artery prevents oxygen-rich blood from reaching parts of the heart. The part of the heart not receiving oxygen begins to die.

**WHAT HAPPENS**  
Symptoms of a heart attack may include chest pain or pressure, discomfort in the chest or other areas of the upper body, lightheadedness, cold sweats, and/or nausea/vomiting. Symptoms don't always occur and may be different than seen in older people.

**WHAT TO DO**  
Even if you're not sure it's a heart attack, call your local emergency number to get help. Emergency services will bring you to a hospital where you'll be treated. If you suspect a heart attack, call 911 immediately. CPR and AED use can help.

**WHAT IS THE LINK?**  
Heart attacks do not lead to cardiac arrest. But when cardiac arrest occurs, heart attack may have damaged the heart's rhythm and led to cardiac arrest.

**CARDIAC ARREST IS A LEADING CAUSE OF DEATH.**  
Cardiac arrest affects approximately 350,000 people annually with about 75% of them surviving in the home.

**Fast action can save lives.**

For more information on the American Heart Association CPR training classes to give your group the best training:

Follow us: [facebook.com/AHAUSA](#) [twitter.com/AHAUSA](#) [youtube.com/AHAUSA](#)

## Telecommunicator-CPR (T-CPR): Enhancing the Cardiac Arrest Chain of Survival

**The Problem**  
Every year, more than 350,000 Americans fall victims to out-of-hospital cardiac arrest (OHCA). Unfortunately, only about 1 in 10 victims survive this dramatic event.

**Early access to 9-1-1 and CPR are the first two links in the Chain of Survival. Early 911 rescue CPR approximately doubles the chances of survival.**

**Increasing Survival**  
Almost 90% of OHCA victims die before they reach a hospital. Early access to 9-1-1 and CPR are the first two links in the Chain of Survival. Early 911 rescue CPR approximately doubles the chances of survival.

**Chain of Survival**  
The first two links in the chain, early 911 and CPR, provide the foundation for subsequent treatment and can almost double the chances of survival.

**WHAT TO DO**  
Even if you're not sure it's a heart attack, call your local emergency number to get help. Emergency services will bring you to a hospital where you'll be treated. If you suspect a heart attack, call 911 immediately. CPR and AED use can help.

## Cardiac Emergency Response Plans in Schools

**What is Cardiac Arrest?**  
Cardiac arrest occurs when the heart malfunctions and stops beating unexpectedly. It means the person becomes unresponsive and cannot breathe. Cardiac arrest can be reversed in some victims if it's treated within a few minutes.

**Cardiac arrest is a leading cause of death in the U.S.**

**356,000+ CARDIAC ARRESTS** occur outside of a hospital annually in the U.S.

**40% OF PEOPLE** get the immediate help that they need.

**AMONG CHILDREN** 23,000 receive CPR training every year.

**You don't need to be a first responder to save a life**

- CPR performance training can double or triple a person's chance of survival.
- 79% of children survive cardiac arrest – 75% the survival survival rate for children.

## Hands-Only CPR

Join a Nation of Lifesavers today.

**TWO STEPS TO SAVE A LIFE**

- 1 Call 911.
- 2 Push hard and fast in the center of the chest.

**Know it. Feel it. Push it. Keep it.**

Transforming a Nation of Bystanders into a Nation of Lifesavers.

heart.org

## YOUR CHILD. YOUR HEART.

READY READY AS YOUR CHILD GROWS.

Each year, more than 200 children experience cardiac arrest related to sports activity.

**AED Fact Sheet**

**Location**  
If you're in a public location, public access automated resuscitators (AEDs) and community training have a large role to play in early defibrillation. However, the only way to have an AED applied by a bystander is to have one in the field.

**Use**  
Place the pads and a diagram that shows where to place the pads on bare skin. Once the device is on the person using it exactly what to do. Some devices offer this instruction in Spanish, but most only in English.

**Why**  
An AED will do a diagnostic check to see if there is a shockable rhythm. If there is, it will tell you to resume CPR. If there is a shockable rhythm, it will tell you to press the shock button one time.

**Who**  
Anyone who wants to help. AEDs are designed for anyone to use. They are designed to be used by anyone, even children.

**Where**  
AEDs are available in many public places, including schools, workplaces, and community centers.

**Children and AEDs**  
Children older than 8 years can be treated with a standard AED. For children 8 to 17 years old, the American Heart Association recommends the pediatric automated external defibrillator (AED) with the pediatric pads (if you have a manual defibrillator or a manual defibrillator is not available, an AED with a dose attenuator may be used).

## YOUR CHILD. YOUR HEART.

**ART. WHEN IT MOST MATTERS.**

more than children cardiac arrest. Be it matters most, today.

**ORG/NATION**

**LIST**  
These are between 100 - 120 beats per minute, the same rate at which you compress when administering CPR.

**Hands-Only CPR**  
**2 STEPS TO SAVE A LIFE**

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 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.**

## Hands-Only CPR

Join a Nation of Lifesavers today.

**TWO STEPS TO SAVE A LIFE**

- 1 Call 911.
- 2 Push hard and fast in the center of the chest.

**Know it. Feel it. Push it. Keep it.**

Transforming a Nation of Bystanders into a Nation of Lifesavers.

heart.org

**DOWNLOAD GRAPHICS HERE**

# WATCH AND SHARE

It only takes about 90 seconds to refresh your CPR skills. Watch and share this video on the two steps to Hands-Only CPR.



## Helpful Links

- ♥ [Wear Red Day | Friday, February 7, 2025](#)
- ♥ [Congenital Heart Defect Awareness Week | February 7-14, 2024](#)
- ♥ [Nation of Lifesavers and Black History Month](#)
- ♥ [CPR Stories from the Heart](#)
- ♥ [Don't Drop the Beat Spotify Playlist \(100 BPM songs\)](#)
- ♥ [Take an online CPR course](#)
- ♥ [ARTICLE: President Biden signs bipartisan HEARTS Act into law](#)
- ♥ [ARTICLE: What is cardiac arrest? Why is it so deadly?](#)

***Happy American Heart Month!***