



American Heart Association.



BETHE BEAT



FOR SOMEONE YOU LOVE.

Learn Hands-Only CPR to be the
difference and save a life.

HEART MONTH & NATIONAL WEAR RED DAY™ TOOLKIT

Go Red For Women is nationally sponsored by



Go Red for Women is locally sponsored by



WHY



Every year, 350,000 people die from cardiac arrest in the United States. Big number. Bigger opportunity. With your help, we can bring that number down to zero.

During February, nationally proclaimed as Heart Month, we invite you to Be the Beat. We are encouraging every family in America to have at least one family member learn CPR.

Knowing CPR and being able to perform it is a skill set that saves lives each day. 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.

Not only that, but disparities are affecting communities differently. Black and Hispanic people are less likely to receive bystander CPR and women are less likely to receive Hands-Only CPR because people fear accusations of inappropriate touching, sexual assault, or injuring the person. However, the Good Samaritan Law protects people who perform CPR during cardiac arrest, so you can feel confident performing it to try and save a life. If you're called on to do CPR, you will likely be saving the life of someone you love: a spouse, a parent or a friend.

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About 90 percent of people who suffer out-of-hospital cardiac arrests die. CPR, especially if performed immediately, can double or triple a cardiac arrest victim's chance of survival.

American Heart Association

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HOW TO BE THE BEAT

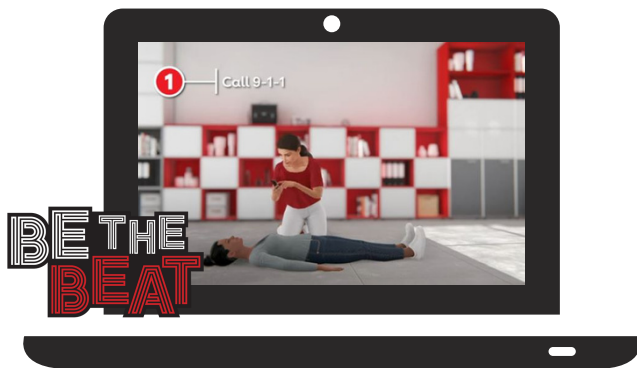
KNOW IT. FEEL IT. PUSH IT. KEEP IT.

Be the One in Your Family to Learn CPR Today.

The American Heart Association is the leader in resuscitation science, education and training, and the publisher of the official Guidelines for CPR and ECC.

Join a Nation of Heartsavers™

PLAY THE HANDS-ONLY CPR VIDEO



Hands-Only CPR is a natural introduction to CPR, and the American Heart Association encourages everyone to learn conventional CPR as a next step. Visit [CPR.Heart.org](https://www.cpr.heart.org) and play the video in your next meeting with your team.

HOST A CLASS FOR YOUR TEAM



Anyone. Anytime. Anywhere. Learn and teach the lifesaving skills of CPR and first aid with our [CPR & First Aid Anywhere Training Kit](https://www.cpr.heart.org). Easily facilitated by anyone, this video-based kit can be used to train hundreds of individuals.

There are other ways to learn CPR. Learn more at [CPR.Heart.org](https://www.cpr.heart.org)



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.

BE THE BEAT

FOR THE WOMEN YOU LOVE

American Heart Association®



Go Red For Women is nationally sponsored by



Go Red for Women® is the American Heart Association's signature women's initiative. It is a comprehensive platform designed to increase women's heart health awareness and serve as a catalyst for change to improve the lives of women globally. **It's about all women making a commitment to stand together with Go Red and taking charge of their own heart health as well as the health of those they can't bear to live without.** Making a commitment to your health isn't something you have to do alone either, so grab a friend or a family member and **BE THE BEAT.**

Be the Beat on National Wear Red Day™

- On Friday, February 3, wear **red** for **National Wear Red Day™**.
- Arrange to have your building **turn red** to support women and heart health.
- Encourage your employees to show off their **red outfits** and post them to your social media channels using the hashtags **#PBGoRed** and **#GoRedforWomen**.
- Encourage your team to dress their family members and friends (babies, kids, pets) in red and to post photos. Help your team remember these 100 beats-per-minute songs by sharing this [Spotify playlist](#).
- Allow a longer lunch break so employees can take time to learn Hands-Only CPR at [CPR.Heart.org](#).
- Spread awareness. Encourage your employees to share a fact about how CPR saves lives with their coworkers and family.
- Tag us on our social media @AmericanHeartFlorida and @AmericanHeartFL.



Women are less likely to receive Hands-Only CPR because people fear accusations of inappropriate touching, sexual assault, or injuring the person. However, the Good Samaritan Law protects people who perform CPR during cardiac arrest, so you can feel confident performing it to try and save her life.

BE THE BEAT

GO ALL RED FOR WOMEN



- Light your building red by using light bulbs or filters.
- Place **Go Red For Women™** window clings on windows and doors.
- Display **Go Red for Women™** flags outside your building.
- Use a gobo to project the **Go Red for Women™** logo on your building or other local landmarks.
- Demonstrate **Hands-Only CPR** with a CPR kit.
- Take pictures of your city in red on February 3 and post online using hashtags **#GoRedforWomen** and **#PBGoRed**.

EXAMPLES AND VENDOR PRICING FOR YOUR GO RED ACTIVATIONS. GET CREATIVE!

1 Light your building red

Red gel filters - [Amazon.com](https://www.amazon.com)

Red bulbs - [1000bulbs.com](https://www.1000bulbs.com)

Cost estimate: \$6 - \$ 50

2 Dress your building red

Project the **Go Red for Women™** logo your building.

(248) 353-6130

pegasusentertainment.com

Cost estimate: \$35

Gobo projector

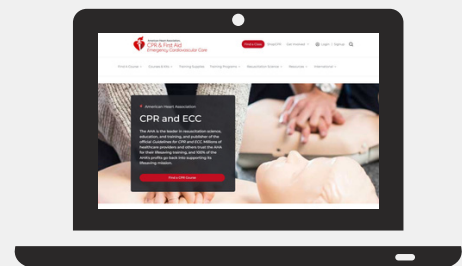
Cost estimate: \$179 - \$500

3 [ShopHeart.org](https://www.shopheart.org)

Find your red by visiting the [ShopHeart.org](https://www.shopheart.org) store. Grand reopening January 1.

4 Consider CPR training

Find CPR training supplies and resuscitation products at shopCPR.heart.org.

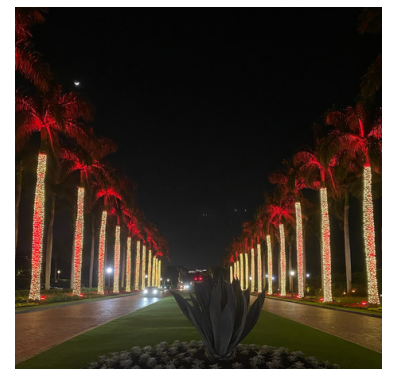




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Here's what #PBGoRed looked like in 2022!



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