

World Restart a Heart Day

Communications Toolkit

American Heart Association 2023



American
Heart
Association.



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Communications Toolkit

**WORLD RESTART
A HEART DAY**

OCT. 16



What is World Restart a Heart Day?

On October 16th we will be celebrating the World Restart a Heart (WRAH) initiative with events all around the world taking place on or around that date. All seven constituent councils of ILCOR are supporting a global initiative to increase awareness about the importance of bystander CPR and to also increase actual bystander CPR rates worldwide. Visit www.ilcor.org/wrah



CALL FOR THE EMERGENCY SERVICES AND START CPR. PREVENT HEART AND STROKE
ON THE CORNER OF THE CHEST



What is World Restart a Heart Day?

Each year on October 16th, the American Heart Association honors the World Restart a Heart (WRAH) initiative, supported by all seven constituent councils of the International Liaison Committee on Resuscitation (ILCOR), on which the American Heart Association represents the U.S.

This is a global initiative to increase awareness about the importance of bystander CPR and to also increase actual bystander CPR rates worldwide by educating the public about learning Hands-Only CPR. For more information, visit www.ilcor.org/wrah.

Purpose

Now more than ever bystander CPR is important.

According to the CARES 2022 Annual Report*:

- Overall survival for out-of-hospital cardiac arrest (OHCA) increased by 0.9% in 2021 compared with 2022 (9.0% to 9.9%),
- Bystander AED use in public locations increased (10.1% to 11.3%)
- and Bystander CPR decreased by .2% (40.2% to 40.0%).

These numbers underscore the importance of early bystander intervention in the event of a cardiac arrest. Timely and definitive care often determines whether these patients survive and return to their lives and families.

**stats are based on numbers in the U.S.*

Toolkit and Resources

Messaging

Hands-Only CPR has been shown to be as effective 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:



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



2 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

- CPR is a lifesaving skill that most people can learn and perform correctly. Join the American Heart Association's Nation of Lifesavers by learning CPR to transition from bystander to lifesaver.
- 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.
- Each year, more than 350,000 out-of-

hospital cardiac arrests occur in the United States.

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

- Hands-Only CPR has been shown to be as effective as conventional CPR in the first few minutes after a cardiac arrest.
- It only takes two hands to save a life.

Toolkit and Resources

Social Media

To spread the word about bystander CPR, we have created assets to use in your social and digital communications.

Hashtags

#WorldRestartAHeart

ILCOR and resuscitation councils around the world will use this hashtag to link and track social media posts.

#CPRWithHeart

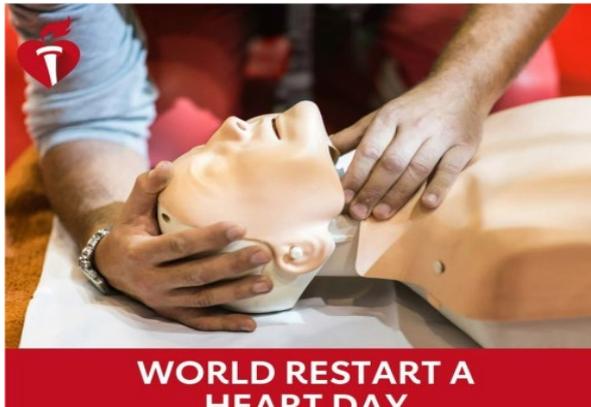
Use this hashtag to show your support of the knowledge of CPR on or before WRHD.

Toolkit and Resources

Social Media

Graphics

Facebook (sizes available for Twitter and LinkedIn)



Toolkit and Resources

Social Media

Sample Posts

Facebook

- Did you know? CPR, especially if performed immediately, can double or triple a #cardiacarrest victim's chance of survival. Are you ready to save a life this World Restart a Heart Day? You could be the difference between life and death for someone experiencing a cardiac event. Be ready to act. <https://youtu.be/72atBiutm3l>
#WorldRestartAHeart
- World Restart a Heart Day ♡ is Monday, October 16th. You could be the difference between life or death for someone. Join the Nation of Lifesavers today.
#WorldRestartAHeartDay <https://www.heart.org/en/nation-of-lifesavers>
#WorldRestartAHeart
- Helping save a life may be easier than you think. Do you know Hands-Only CPR? This World Restart a Heart Day is the perfect time to learn: <https://www.youtube.com/watch?v=C6bCbFnPu4Y>
The American Heart Association's Hands-Only CPR Campaign is nationally supported by the @ElevanceHealthFoundation. #WorldRestartAHeart

Toolkit and Resources

Social Media

Sample Posts

Facebook

- Take just two minutes to watch this video on how to perform CPR and use an AED to help save a life. Learn more about Hands-Only CPR + AED for World Restart a Heart Day.
<https://www.youtube.com/watch?v=df5fowHvL08> The American Heart Association's Hands-Only CPR Campaign is nationally supported by the @ElevanceHealthFoundation.
#WorldRestartAHeart
- This World Restart a Heart Day, October 16th, join our livestream for a CPR demonstration, live at 1:00CT from a certified American Heart Association Instructor. (Insert livestream link) The American Heart Association's Hands-Only CPR Campaign is nationally supported by the @ElevanceHealthFoundation. #WorldRestartAHeart

Toolkit and Resources

Social Media

Sample Posts

Twitter

- World Restart a Heart Day is October 16th, a day meant to promote bystander CPR worldwide! Learn the steps to save a life today. The American Heart Association's Hands-Only CPR Campaign is nationally supported by the @ElevanceFND. <https://cpr.heart.org/en/> #WorldRestartAHeart
- This World Restart a Heart Day, you could be the difference between life or death for someone you know. Join the Nation of Lifesavers today. <https://www.heart.org/en/nation-of-lifesavers> #WorldRestartAHeartDay
- Are you ready to save a life this World Restart a Heart Day? CPR, especially if performed immediately, can double or triple a #cardiacarrest victim's chance of survival. The American Heart Association's Hands-Only CPR Campaign is nationally supported by the @ElevanceFND. <https://youtu.be/72atBiutm3l> #WorldRestartAHeart

Toolkit and Resources

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- Helping save a life may be easier than you think. Do you know Hands-Only CPR? This World Restart a Heart Day is the perfect time to learn:
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Call to Action

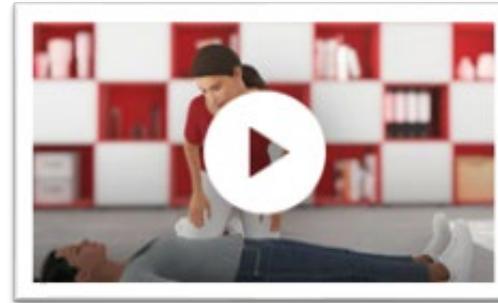
- It only takes two hands to save a life. Learn the two steps to Hands-Only CPR. Learn more at cpr.heart.org/handsonlycpr.
- Join our AHA Hands-Only CPR Livestream October 16th 1 p.m. CT on our ECC Facebook page.

2 STEPS TO SAVE A LIFE



Assets

- [Infographics](#)
- [Social content :General, Elevance, Nation of Lifesavers](#)
- [PSA's](#)
- [Instructional Videos](#)
- [CPR Kiosk Travel Pitches](#)
- [Livestream Promotional Assets](#)



**WORLD RESTART A
HEART DAY**

Join our Live CPR Demonstration.

**October 16
1:00 p.m. Central Time**