



CPR Ready

..... Final Report

In 2016, the CPR Ready campaign was created as a public health response to address the alarmingly low public awareness in Philadelphia of how to react during a sudden cardiac arrest.

..... Goals



Improve the survival rate of people who experience out-of-hospital cardiac arrest by energizing and expanding existing resources and programs.



Double the number of people who are knowledgeable about and willing to perform bystander CPR and use an automated external defibrillator (AED) when available.



Triple the current use of bystander CPR.



Teach CPR/AED education in at least half of the middle and high schools in the Philadelphia region in the next 3 years.



CPR/AED education and AEDs in all of our middle and high schools.

..... Coalition

Health Care Improvement Foundation (HCIF) serves as the Coordinating Center for CPR Ready, facilitating communication among the coalition, which includes the following workgroups and chairs:



Community & School Engagement

Victoria Vetter, MD, MPH
Youth Heart Watch



Governance

Vic Caraballo, MD
Independence Blue Cross



Metrics & Evaluation

Benjamin Abella, MD
Mobile CPR Project



Media & Public Relations

Britni Zahodnick
Independence Blue Cross

CPR Ready would like to thank our supporters for their commitment to improving cardiac arrest survival rates. The following organizations have participated in the campaign by offering financial or in-kind support:

Penn Medicine & Mobile CPR Project ♥ Children's Hospital of Philadelphia & Youth Heart Watch (YHW) ♥ CPR/AED Public Awareness and Training Network (CPAT) ♥ Independence Blue Cross (IBX) ♥ American Heart Association (AHA) ♥ Philadelphia Fire Department ♥ Philadelphia School District ♥ Chester County EMS ♥ Foundation for Delaware County



Campaign Outcomes

158,000+

People in Philadelphia and surrounding counties trained in hands-only CPR.

14%  22%

Increased rate of bystander CPR intervention in Philadelphia County

20%  26%

Increased survival rate of people who experience out-of-hospital cardiac arrest in Philadelphia County.

94%

Middle & high schools in Philadelphia and surrounding counties have AEDs.

Trainings

- ♥ Two Hands-Only CPR Training Kiosks were placed at Independence Visitor Center & Perelman Center for Advanced Medicine, sponsored by IBX, training over 11,000 people. The interactive kiosks feature a brief “how-to,” followed by a practice and a 30-second CPR test.
- ♥ Trainings facilitated by Mobile CPR, CPAT, YHW, and AHA included large events such as fairs, conferences, and expos, as well as train-the-trainer sessions with Block captains, boy scouts, girl scouts, faith-based organizations, running clubs, and more.
- ♥ AHA generously donated 1,840 CPR Anytime Kits to CPR Ready, to distribute to individuals who are motivated to train others. According to the AHA, each person who receives a kit trains an average of 2.5 additional people, which significantly increased our impact to 4,600 people.

Communications

- ♥ Assessment of appropriate AED signage was completed at the Philadelphia International Airport. Recommendations for improvements were made which included the placement of QR code stickers for AED use training instructions.
- ♥ Hands-Only CPR instruction video developed with Phillie Phanatic, La Salle Explorer, Temple’s Hooter the Owl, and St. Joe’s Hawk
- ♥ Designed and distributed Spanish infographic and wallet card to expand reach to Hispanic/Latino community
- ♥ CPR Ready blog series by IBX

School & Community

- ♥ Approval of Act 7 of 2019, which requires PA Department of Education to provide a curriculum to schools to teach “hands-only” CPR, a no-breath, compression-only technique recommended by the American Heart Association for sudden cardiac arrests. The curriculum must also include the use of automatic external defibrillators.
- ♥ 590 + faculty members trained in Philadelphia and surrounding counties.
- ♥ AEDs placed in 153 Philadelphia recreation centers with virtual trainings.
- ♥ Cardiac Emergency Response Plans established in over 100 middle and high schools in Philadelphia and surrounding counties.

Looking Ahead

In-person trainings have been suspended amid the COVID-19 pandemic. Virtual training is being developed for use in schools, senior-serving organizations, and the Philadelphia region at-large. Partners intend to pivot to in-person trainings as state and local guidelines for in-person gatherings are updated.

