

PUSHCPR™

If you witness a sudden cardiac arrest or come upon someone who is unresponsive and not breathing, your quick actions can save a life!

Two EASY steps:



Call 911



Push hard, fast and repeat in the center of their chest until help arrives

- ♥ Make sure they are lying flat on the floor or hard surface
- ♥ Place one hand in the center of their chest, the second hand on top of the other lacing your fingers together
- ♥ Keep your elbows locked and position your shoulders directly over your hands
- ♥ Push hard and fast. Compress at least 100 times per minute pushing down each time at least 2 inches
- ♥ Let the chest rise completely before pushing down again
- ♥ If there's a bystander willing to help, instruct them to find an AED while you continue to do PUSHCPR™

Keep doing compressions until:

- ♥ The person becomes conscious or starts breathing, an AED is ready to use, or trained personnel arrives

DON'T BE AFRAID—your actions can only help and without them, the victim faces almost certain death!

The Florida Heart Research Institute has been an international leader in cardiovascular research and education for over 65 years, employing a unique blend of scientific and clinical research in studying the causes, effects and prevention of coronary heart disease.

FHRI is an independent non-profit organization that relies heavily on tax-deductible, corporate and individual donations to fund its educational and research programs. For more information on FHRI research, prevention and educational programs.

www.floridaheart.org
(305) 674 3020 ♥ (866) HRT-TAGS

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Working in partnership with SCAA to
Increase survival rates in Florida!



This Tag Saves Lives!

\$25 of every tag sold will go to the Florida Heart Research Foundation for heart disease

♥ Research ♥ Education ♥ Prevention Programs

www.stopheartdisease.org (866)HRT-TAGS



Advantages of PUSHCPR™

Nearly 300,000 people die each year of sudden cardiac arrest—more than all deaths from breast cancer, lung cancer and AIDS combined. For half of them, this may be their first sign of heart disease. In the United States, if you collapse from sudden cardiac arrest, your chance of survival is around 5%. By engaging every citizen to act with PUSHCPR™, we can hope to increase survival rates significantly.

With PUSHCPR™ you no longer need to put your mouth on a stranger's to assist with breathing!

In addition, Good Samaritan laws are enacted in most states that protect those who act in saving a life from liability.

Since the person is already clinically dead, anything you do to try to save them is better than doing nothing at all—it can only help!

Help us spread the word about the importance of PUSHCPR™—together, we can save lives from sudden cardiac arrest!



CPR saved my life from sudden cardiac death!
—Dawn Botwen-Hauver, Miami-Dade County, Florida

florida heart 
research institute

WHAT IS CPR?



CARDIOPULMONARY RESUSCITATION (CPR) is a life saving technique useful in many emergencies, especially when someone's breathing or heartbeat has stopped.

When the heart stops, the absence of oxygenated blood can cause irreparable brain damage. CPR can keep oxygenated blood flowing to the brain and other vital organs until medical treatment can restore a normal heart rhythm. The chance of survival decreases by 10% every minute without CPR.

CPR GUIDELINES

Rescue workers trained and certified in CPR are taught to follow a chain of steps that involves chest compressions and breathing. For those of you who would like to learn more and become certified, we urge you to contact FHRI or your local American Red Cross to find out where you can be trained and certified in CPR and AED use.

Sudden Cardiac Arrest

Cardiac arrest occurs when your heart's electrical activity becomes disrupted and the heartbeat gets dangerously fast (ventricular tachycardia) or disordered (ventricular fibrillation).

During this irregular heart rhythm, your heart stops beating effectively and can't adequately pump blood. Cardiac arrest could be the first symptom anyone has of cardiovascular disease. **CPR can keep blood flowing through the heart until help arrives, but in most cases, an AED (automated external defibrillator) is needed to restore the heart's normal rhythm.**

Heart Attack

A heart attack occurs when the arteries to the heart are blocked causing the heart to become damaged due to lack of oxygen. In most cases, the victim is conscious and / or breathing.

Proper Automatic External Defibrillator (AED) Pad Placement



HOW AN AED WORKS Once attached to the chest, an AED senses the heart rhythm and if it's in true cardiac arrest, it delivers an electric shock to get the heart beating properly again. Most AEDs in public settings offer step-by-step voice instructions to guide you through the defibrillation process. It explains how to check for breathing and a pulse and how to position electrode pads on the person's chest. **AEDs will not deploy when it's a heart attack—only when it's sudden cardiac arrest. However, a heart attack can lead to sudden cardiac arrest.**

Recognizing the Differences:

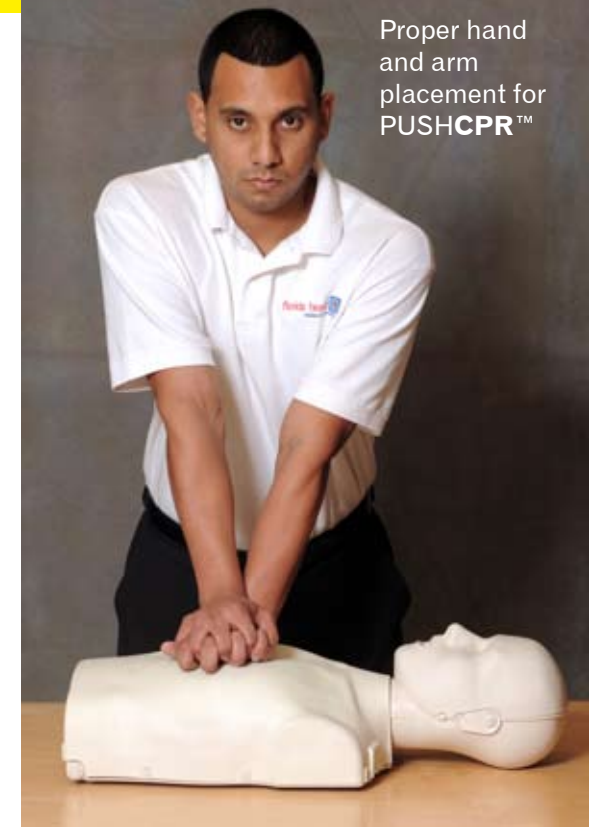
SUDDEN CARDIAC ARREST When a sudden cardiac arrest occurs, the signs and symptoms include:

- ♥ **Immediate loss of consciousness**
- ♥ **No evidence of a heart beat**
- ♥ **No evidence of breathing**
- ♥ **Graying color of the skin**

For every minute that passes, there is a 10% less chance of survival from sudden cardiac arrest!

HEART ATTACK Although heart attack is the most common cause of sudden cardiac arrest, it is only one of many causes. The symptoms of a heart attack are different with everyone and may include any combination of the following:

- ♥ **Chest pain or discomfort** can be painful or feel more like pressure, squeezing or fullness.
- ♥ **Discomfort elsewhere** may be in one or both arms, shoulder, jaw, neck or abdomen.
- ♥ **Shortness of breath** can appear on its own or in tandem with other symptoms.
- ♥ **Other symptoms** can include nausea, dizziness, and cold sweat.



Bystander CPR, improves survival from out of hospital cardiac arrest and increases the chance for good quality of life after discharge from the hospital.

CPR/AED CERTIFICATION TRAINING AT FLORIDA HEART RESEARCH INSTITUTE

FHRI is an authorized provider of CPR, AED and First Aid training for healthcare providers and lay responders through the American Red Cross. We can customize classes upon request, and also take the training to your facility. The courses combine lectures, videos and hands on training for a nominal fee.

Upon request, FHRI will provide free training in PUSH CPR™ for groups of 25 or more.

For more information, please contact us at pushcpr@floridaheart.org or call (305) 674-3020 X 3253