CPR Activation Ideas
FOR UNIVERSITIES AND COLLEGES

( LEARN CPR )
1. Watch the Hands-Only™ CPR video and share it with five friends. One minute can save a life.
2. Find an Instructor-led CPR course near you.
3. Give an Infant CPR Anytime® kit to a new parent or grandparent in your life.
4. Organize a CPR Anytime® adult training session in your community.

( ADVOCATE )
1. Go to BeCPRSmart.org and pledge your support.
2. Approach a local business to purchase a CPR in Schools Training Kit™ for your campus.
3. Host a fundraiser to purchase CPR Anytime® kits for an organization in your community.

( SOCIAL MEDIA )
1. Post a photo of you and your organization on Instagram with the tags #LifeIsWhy and #CPR SavesLives.
2. Honor a survivor of cardiac arrest on Facebook by linking to the Hands-Only™ CPR video.
3. Like our AHA CPR and First Aid page on Facebook or follow us on Twitter at @HeartCPR for more content to share.
4. Recognize someone who has saved a life as an American Heart Association Heartsaver Hero.
5. Listen to the Hands-Only™ CPR playlist on Spotify of songs that are 100-120 beats per minute.

( CAMPUS )
1. Ask your university to add CPR Anytime® adult kits to your campus wellness program.
2. Start a campus challenge to see which organization can train the most people in CPR.
3. Host a viewing party with healthy snacks, and show the Hands-Only™ CPR video.

( TAKE CHARGE OF YOUR HEALTH )
1. Know the signs of a heart attack.
2. Visit your family practitioner and get a check-up.
3. Live healthier by trying new heart-healthy recipes and exercises.