

CPR Activation Ideas

FOR UNIVERSITIES AND COLLEGES



American
Heart
Association®

life is why

*CLICK THE WORDS IN RED BELOW FOR EASY LINKS



1

(LEARN CPR)

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



2

(ADVOCATE)

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



3

(SOCIAL MEDIA)

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



4

(CAMPUS)

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



5

(TAKE CHARGE OF YOUR HEALTH)

- Know the [signs of a heart attack](#).
- Visit your family practitioner and get a check-up.
- Live healthier by trying new [heart-healthy recipes](#) and [exercises](#).