

\*\*\**Public Service Announcement*\*\*\*

## **The Power is in Your *Hands***

### **New American Heart Association PSA Stresses the Importance of Hands-Only CPR**

It's a leading cause of death, but if you saw someone suffering from cardiac arrest...*would you know what to do?*

An important new PSA by the American Heart Association, *The Power is in Your Hands*, sheds some light on the facts. The American Heart Association's Hands-Only CPR campaign is nationally supported by the Anthem Foundation.

**Fact:** Over 350,000 Americans suffer out-of-hospital cardiac arrests every year.

**Fact:** CPR, especially if performed immediately, can double, or possibly triple, a cardiac arrest victim's chance of survival.

**Fact:** 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: a child, a spouse, a parent or a friend.

**Fact:** *You can help.*

Use *your power* to help us get the word out – and if faced with an emergency, *your hands* to save a life.

This PSA raises awareness about Hands-Only CPR as a lifesaving skill and empowers people to take action in an emergency.

For more, follow @American\_Heart and @AnthemFDN.

Length: :15, :30, :60

Language: English & Spanish

End Date: 2/19/22 (TV)

Sponsor: American Heart Association

Target Audience: All

Issue Area: Health, Heart, CPR, Cardiac Arrest, Community