

American Heart Association Plea Letter

TITLE: The American Heart Association's **Go Red for Women Movement** Spotlight on Women and CPR

Despite tremendous improvements in national CPR efforts, survival rates for women who have had cardiac arrest have not improved significantly. Research shows women are less likely to receive bystander CPR than men often because rescuers may fear accusations of inappropriate touching, sexual assault or injuring the victim. However, these fears are unwarranted as all 50 states and the District of Columbia have Good Samaritan laws that protect people who perform CPR on someone they believe is injured or in danger.

The new PSA, Women Need CPR Too, from the American Heart Association's Go Red for Women movement, aims to raise awareness about cardiac arrest in women and improve training to address gender-related barriers to increase bystander CPR rates.

The American Heart Association's important PSA advocates to improve response to cardiac arrest for everyone and encourages bystanders to become lifesavers.

**By airing this PSA, you'll be supporting the American Heart Association to do more to save women's lives. Join us in being a lifesaver.**

To learn more visit, [goredforwomen.org/WomenandCPR](http://goredforwomen.org/WomenandCPR)

Length:

Women and CPR, TV & Radio, :30

Women and CPR (Hands Only CPR), TV & Radio, :15

Women and CPR (Survivors), TV & Radio, :15

Language: English

Sponsor: American Heart Association

Target Audience: General Market