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## THINGS TO DO FOR AMERICAN HEART MONTH 2025

AMERICAN HEART ASSOCIATION TRAINING NETWORK

### DOWNLOAD THE OFFICIAL AMERICAN HEART MONTH TOOLKIT

February 1, 2025, marks the start of Heart Month 2025! To save more lives from the 350,000 cardiac arrests that occur outside of hospitals each year, we must empower more people to respond when it matters most. As a vital part of our CPR Training Network, YOU play a crucial role in this mission. Download the official Heart Month Toolkit today, and let's work together to make a difference!

Download Toolkit



### NATIONAL WEAR RED DAY® 2025

Join us on Friday, February 7, 2025, for National Wear Red Day! Cardiovascular disease is the No. 1 killer of women. Wear red and snap a photo of you and your team, share it on social media, and use the hashtag #WearRedDay to spread the word. Looking forward to seeing the pictures!

Learn More



### JOIN US FOR INFANT & CHILD CPR AWARENESS

This Heart Month, we are spreading awareness of Infant and Child CPR. We encourage you to do the same. Download our free Infant CPR resources and create posts, announcements, newsletters, etc. to help promote your business and drive Heartsaver™ course purchases.

Visit Webpage



### LEARN MORE ABOUT OUR ECC 2030 IMPACT GOAL

# 2030

Every 10 years, the AHA Emergency Cardiovascular Care Committee establishes goals to improve survival from cardiac arrest. These goals align with broader AHA Impact Goals and support the AHA's advocacy efforts and strategic investments in research, education, clinical care, and quality improvement programs. This scientific statement focuses on 2030 AHA emergency cardiovascular care priorities, with a specific focus on bystander cardiopulmonary resuscitation, early defibrillation, and neurologically intact survival.

Read Journal



Impact Summary



### LEARN MORE ABOUT THE HEARTS ACT

WE DID IT! The HEARTS ACT was signed. The HEARTS Act is a bipartisan bill that will help schools prepare for cardiac emergencies. The legislation establishes a new federal grant program so schools can strengthen the chain of survival and save lives. This is a great topic to connect with your local schools! You may get questions, make sure you're prepared by learning more.

Learn More



American Heart Association.

## CHECK OUT OUR SURVIVOR NETWORK SERIES

Stay inspired by listening to stories of cardiac arrest survivorship and recovery! As part of the Survivor Network Series - podcast episodes featured on the [ECC Digital Digest podcast](#) - these episodes bring you powerful accounts of resilience and hope.

Episode 1



Episode 2



Episode 3



## NEW FIRST AID GUIDELINES

The AHA and the American Red Cross have released the 2024 Guidelines for First Aid! This marks the first comprehensive review of first aid science and treatment recommendations since 2010; offering updated, evidence-based guidance for delivering effective first aid. Watch the virtual event replay and read the Instructor FAQs by visiting our home page.



CPR.Heart.org



## DROWNING FOCUSED UPDATE

The AHA and the American Academy of Pediatrics released the 2024 Focused Update on Special Circumstances: Resuscitation Following Drowning. This joint update provides the latest guidelines and science-based recommendations for effective resuscitation after drowning incidents. As a major part of our Training Network, staying informed about these critical updates ensures you're equipped to teach the most current and lifesaving techniques. Watch the virtual event replay and read the Instructor FAQs by visiting our home page.

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## USE SOCIAL MEDIA TO MARKET YOUR CPR TRAINING

Heart Month is the perfect opportunity to spotlight your company and engage your community. Here are some tips to maximize your social media presence this February:

- Share CPR and cardiac arrest stats and facts. Tip - grab stats from the Heart Month Toolkit!
- Show behind-the-scenes content. Post photos or videos from your office, events, or Instructors prepping a class. Authentic content is key!
- Go live and host a Q&A session about CPR and heart health on Facebook or Instagram. It's a great way to answer questions, connect with your audience, and showcase your expertise.
- Stay consistent! Post regularly throughout February to keep the momentum going. Schedule your content in advance so you can focus on other areas while maintaining a strong social media presence.

Our Facebook



Our Twitter/X



## FREE WEBINAR - TELEHEALTH IN WOMEN'S HEART HEALTH

Watch this educational webinar titled, "Take Health to Heart: Use of Telehealth to Advance Women's Heart Health, Especially in the Most Vulnerable Patient Populations," available on the AHA Professional Education Hub. Led by Dr. Rachel Bond, System Director, Women's Heart Health at Dignity Health, Arizona, this webinar covers the current landscape of heart disease in women in the US and outlines key strategies to improve women's heart health.

Profession Ed. Hub

