



Join the Nation of Lifesavers



HEART MONTH & NATIONAL WEAR RED DAY TOOLKIT

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WHY

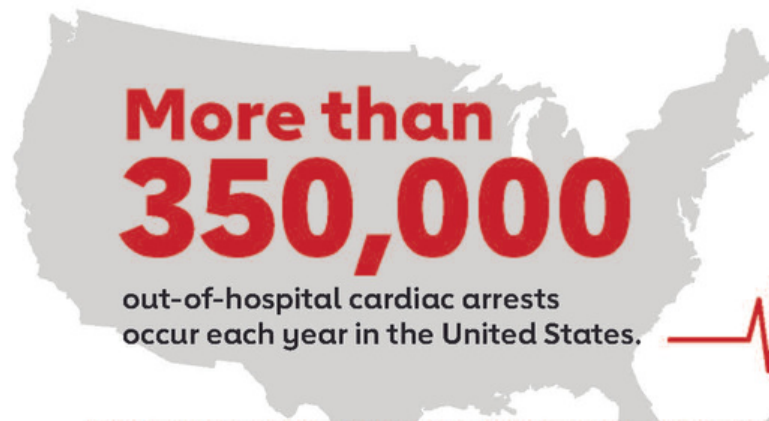


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This February, in celebration of American Heart Month and the American Heart Association's 100th birthday, the American Heart Association is urging every family in the US to join the Nation of Lifesavers by learning the two simple steps it takes to save a life.

THAT HEART'S NOT GOING TO START ITSELF

DON'T BE AFRAID. GIVE CPR. SAVE A LIFE.



During cardiac arrest, immediate CPR can

DOUBLE OR TRIPLE

a person's chance of survival.



But currently, bystanders only perform CPR




46% of the time.

With hands-only CPR, it takes just

2 STEPS TO SAVE A LIFE:



1. Call 9-1-1



2. Push hard & fast

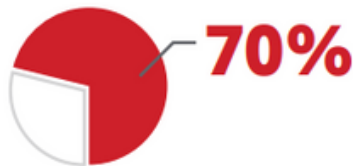
[Learn more at heart.org/cpr](http://heart.org/cpr)



American Heart Association.

Be the Difference for Someone You Love

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 spouse, a parent, or a friend.



Nearly 3 out of 4 of out-of-hospital cardiac arrests happen in homes.



Only about 40% of people who experience an out-of-hospital cardiac arrest receive the immediate help that they need before professional help arrives.

WOMEN need CPR, too!

But women receive **bystander CPR** in public settings **less often** than men do.

HERE'S Why:

Even in training environments, some people are less likely to use **CPR** or an **AED** on female avatars.

Fears: Many are afraid of being accused of inappropriate touching or causing physical injury.

Myths: Many believe that women are less likely to have heart problems.



Kick off #HEARTMONTH on National Wear Red Day™
FRIDAY, FEB. 2, 2024

- On Friday, Feb. 2, wear red for National Wear Red Day™.
- Arrange to have your building turn red to support women and heart health.
- Encourage your employees to show off their red outfits and post them to your social media channels.
- Encourage your team to show off their "coworkers" (babies, kids, pets) wearing red by posting photos.



American Heart Association.



Make a Go Red for Women® Statement Turn Your Office Space **RED**

Light your building red by using light bulbs or filters.

Dress in red or turn your workspace red.

Use a gobo to project the Go Red for Women logo on your building or other local landmarks.

Create opportunities for your employees and friends to share that they are a part of the Nation of Lifesavers on social media using the below hashtags and tagging us on social media at:



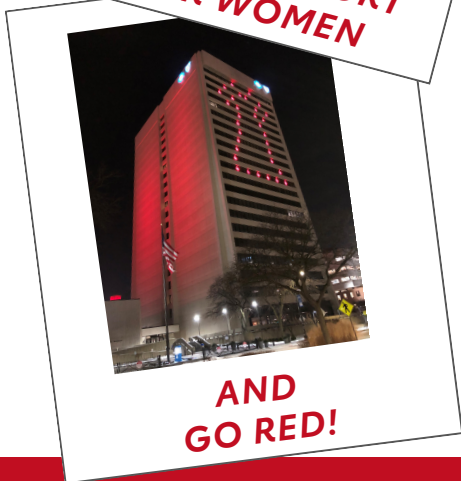
AHAMichigan



AHAMichigan



MichiganAHA



#DetroitGoRed
#GrandRapidsGoRed
#KalamazooGoesRed
#WearRedDay

Inspire Your Crew to Join the Nation of Lifesavers and Share it on Social Media

As a supporter of this campaign, you can help rally our community with an urgent message to support each other in improving our physical health and mental well-being.



- Text the moment you join the **Nation of Lifesavers** on your most recent group chat.
- Start a sweaty heart-to-heart with a loved one during your health activity to show how easy it is!
- Already have a public platform? Develop your own personal **Nation of Lifesavers** content for your fans and followers.

www.heart.org/nation

**Join the
Nation!**

#HEARTMONTH

Post and let us know you posted by tagging us on



→ @AHAMichigan



→ @AHAMichigan

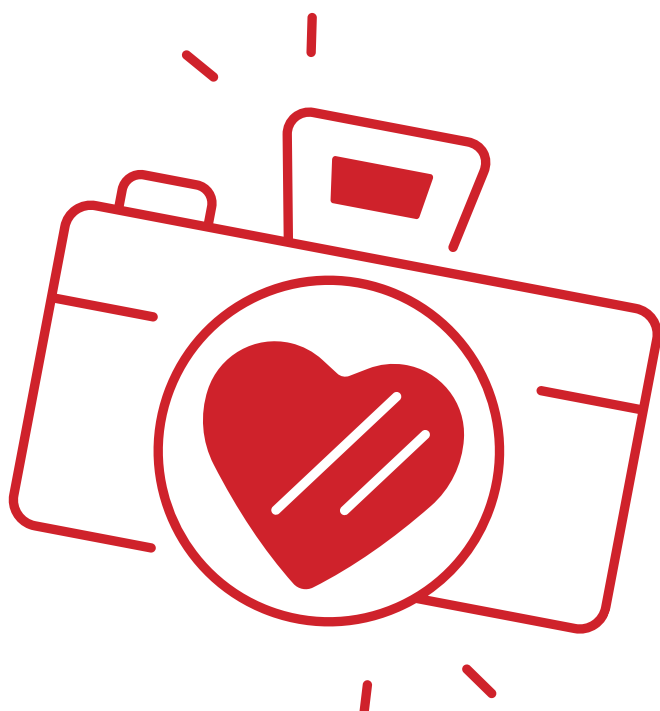


→ @MichiganAHA





Please send photos to
empcomm@bcbsm.com



Join Us for Meditation!

Blue Cross Virtual Well-Being offers a variety of meditations to help calm and relax your mind and body, leading to lowered blood pressure. Try one on demand today or register for an upcoming live session every Wednesday at Noon ET at bluecrossvirtualwellbeing.com.

2/07/2024 Eight-Minute Meditation: A Mindful Snowy Walk

2/14/2024 Five-Minute Meditation: Music Meditation

2/21/2024 Seven-Minute Meditation: Mindful Breathing

2/28/2024 Seven-Minute Meditation: Box Breathing



**Blue Cross
Blue Shield
Blue Care Network**
of Michigan

Nonprofit corporations and independent licensees
of the Blue Cross and Blue Shield Association

Important Links

Learn CPR: heart.org/CPR

Find ways you can be a lifesaver: GoRedforWomen.org

Make a donation: WearRedDay.org

Join the Nation of Livesavers: Heart.org/Nation



Nonprofit corporations and independent licensees
of the Blue Cross and Blue Shield Association

CARDIAC ARREST VS. HEART ATTACK

People often use these terms interchangeably, but they are not the same.

WHAT IS CARDIAC ARREST?

CARDIAC ARREST occurs when the heart malfunctions and stops beating unexpectedly.

Cardiac arrest is triggered by an electrical malfunction in the heart that causes an irregular heartbeat (arrhythmia). With its pumping action disrupted, the heart cannot pump blood to the brain, lungs and other organs.



Cardiac arrest is an "ELECTRICAL" problem.

WHAT HAPPENS

Seconds later, a person becomes unresponsive, is not breathing or is only gasping. **Death occurs within minutes if the victim does not receive treatment.**

WHAT TO DO



Cardiac arrest can be reversible in some victims if it's treated within a few minutes. First, call your local emergency number and start CPR right away. Then, if an Automated External Defibrillator (AED) is available, use it as soon as possible. If two people are available to help, one should begin CPR immediately while the other calls your local emergency number and finds an AED.

CARDIAC ARREST is a LEADING CAUSE OF DEATH.

Cardiac arrest affects thousands of people annually with about three quarters of them occurring in the home.



Fast action can save lives.

For more information on American Heart Association CPR training classes in your area go to heart.org/cpr.

Follow us:

[facebook.com/AHACPR](https://www.facebook.com/AHACPR) twitter.com/HeartCPR [#CPRsaveslives](https://twitter.com/HeartCPR)

WHAT IS A HEART ATTACK?

A HEART ATTACK occurs when blood flow to the heart is blocked.

A blocked artery prevents oxygen-rich blood from reaching a section of the heart. If the blocked artery is not reopened quickly, the part of the heart normally nourished by that artery begins to die.



A heart attack is a "CIRCULATION" problem.

WHAT HAPPENS

Symptoms of a heart attack may be immediate and may include intense discomfort in the chest or other areas of the upper body, shortness of breath, cold sweats, and/or nausea/vomiting. More often, though, symptoms start slowly and persist for hours, days or weeks before a heart attack. Unlike with cardiac arrest, the heart usually does not stop beating during a heart attack. **The longer the person goes without treatment, the greater the damage.**

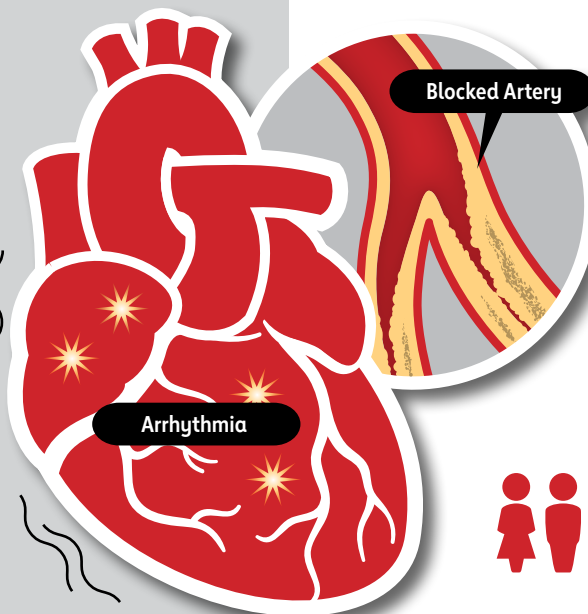


The heart attack symptoms in women can be different than men (shortness of breath, nausea/vomiting, and back or jaw pain).

WHAT TO DO



Even if you're not sure it's a heart attack, call your local emergency number. Every minute matters! It's best to call your local emergency number to get to the emergency room right away. Emergency medical services (EMS) staff can begin treatment when they arrive—up to an hour sooner than if someone gets to the hospital by car. EMS staff are also trained to revive someone whose heart has stopped. Patients with chest pain who arrive by ambulance usually receive faster treatment at the hospital, too.



WHAT IS THE LINK?



Most heart attacks do not lead to cardiac arrest. But when cardiac arrest occurs, heart attack is a common cause. Other conditions may also disrupt the heart's rhythm and lead to cardiac arrest.



American Heart Association.



American
Heart
Association.

Hands-Only CPR



Join a Nation of Lifesavers today.

TWO STEPS TO SAVE A LIFE

1

Call 911.



2

Push hard and fast in
the center of the chest.



**Know it. Feel it.
Push it. Keep it.**

Transforming a Nation of Bystanders into a Nation of Lifesavers.



♥ Why Learn Hands-Only CPR?

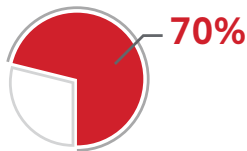
Cardiac arrest – an electrical malfunction in the heart that causes an irregular heartbeat (arrhythmia) and disrupts the flow of blood to the brain, lungs and other organs – is a leading cause of death. Each year, more than 350,000 EMS-assessed out-of-hospital cardiac arrests occur in the United States.

When a person has a cardiac arrest, **survival depends on immediately receiving CPR from someone nearby.**

According to the American Heart Association, about 90 percent of people who suffer out-of-hospital cardiac arrests die. CPR, especially if performed immediately, can double or triple a cardiac arrest victim's chance of survival.

♥ Be the Difference for Someone You Love

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.



Nearly 3 out of 4 of out-of-hospital cardiac arrests happen in homes.



Only about 40% of people who experience an out-of-hospital cardiac arrest receive the immediate help that they need before professional help arrives.

Hands-Only CPR has been shown to be as effective in the first few minutes as conventional CPR for cardiac arrest at home, at work or in public.

Hands-Only CPR has just two easy steps, performed in this order:



1 Call 911 if you see a teen or adult suddenly collapse.



2 Push hard and fast in the center of the chest to the beat of a familiar song that has 100 to 120 beats per minute.



♥ Call 911

The telecommunicator on the other end of the line can assist you while getting the emergency help you need on the way.

♥ Music Can Save Lives

Song examples include “Stayin’ Alive” by the Bee Gees, “Crazy in Love” by Beyoncé featuring Jay-Z, “Hips Don’t Lie” by Shakira or “Walk the Line” by Johnny Cash. People feel more confident performing Hands-Only CPR and are more likely to remember the correct rate when trained to the beat of a familiar song.

When performing CPR, you should push on the chest at a rate of 100 to 120 compressions per minute, which corresponds to the beat of the song examples above.

♥ Learn How to Save a Life

Watch the Hands-Only CPR video at heart.org and share it with the important people in your life. Hands-Only CPR is a natural introduction to CPR, and the AHA encourages everyone to learn conventional CPR as a next step. You can find a CPR class near you at heart.org/CPR.

NOTE: The AHA still recommends CPR with compressions and breaths for infants and children and victims of drowning, drug overdose, or people who collapse due to breathing problems.



To learn more, visit heart.org.

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Know the warning signs of heart attack and stroke

You could save your life



Heart attack and stroke are life-or-death emergencies — every second counts. If you think you or someone you're with has any symptoms of heart attack or stroke, call 911 immediately.

For a stroke, also note the time when the first symptom(s) appeared. A clot-busting drug received within 3 to 4.5 hours of the start of symptoms may improve your chances of getting better faster.

Heart Attack Warning Signs

Some heart attacks are sudden and intense, but most of them start slowly, with mild pain or discomfort. The warning signs are:

-  • Chest discomfort. Most heart attacks involve discomfort in the center of the chest that lasts more than a few minutes, or that goes away and comes back. It can feel like uncomfortable pressure, squeezing, fullness or pain.
-  • Shortness of breath. This may occur with or without chest discomfort.
-  • Discomfort in other areas of the upper body. Symptoms can include pain or discomfort in one or both arms, the back, neck, jaw or stomach.
-  • Other signs may include breaking out in a cold sweat, nausea or lightheadedness.

As with men, women's most common heart attack symptom is chest pain or discomfort. But women are more likely than men to experience some of the other common symptoms, particularly shortness of breath, nausea/vomiting and back or jaw pain.

Stroke Warning Signs

Use the letters in F.A.S.T. to spot signs of stroke:

-  • **Face drooping** — Ask the person to smile. Does one side of the face droop or is it numb?
-  • **Arm weakness** — Ask the person to raise both arms. Is one arm weak or numb? Does one arm drift downward?
-  • **Speech difficulty** — Ask the person to repeat a simple sentence such as, "The sky is blue." Is the sentence repeated correctly? Are they unable to speak, or are they hard to understand?
-  • **Time to call 911** — If the person shows any of these symptoms, even if the symptoms go away, call 911 and get them to the hospital immediately.

Additional symptoms of stroke include:

- Sudden numbness or weakness of the face, arm or leg, especially on one side of the body
- Sudden confusion, trouble speaking or understanding
- Sudden trouble seeing in one or both eyes
- Sudden trouble walking, dizziness, loss of balance or coordination
- Sudden severe headache with no known cause

The American Heart Association and National Heart, Lung, and Blood Institute are working together for women, for healthy hearts.

HIGH BLOOD PRESSURE

(or hypertension) rates during pregnancy have increased substantially among women hospitalized for delivery in the U.S. since 1993.

Hypertension on the rise. Rates of chronic hypertension — having high blood pressure even before pregnancy — have also increased.

The dangers:

Hypertensive disorders in pregnancy include **preeclampsia** and **eclampsia** and can make it harder for a fetus to get enough oxygen and nutrients to grow, increasing the risk of an early delivery.



Preeclampsia: high blood pressure with signs of problems in organs such as the kidneys and liver

Eclampsia: preeclampsia plus new onset of seizures

OBESITY

is a major risk factor and could account for nearly one-third of a steep increase in U.S. pregnancy-related deaths.

Obesity before pregnancy. From 2011 to 2015, pre-pregnancy obesity **increased 8%**, with the most severe obesity **increasing 14%**. [CDC study of pregnancies in 48 states and the District of Columbia shows.]

Maternal mortality increases with BMI. Pregnant women with a BMI at or above 30 faced **3.7 times** the risk of pregnancy-related death than other women. [Study of Michigan cases in 2004-06 found.]



Severe obesity: body mass index of 40 or higher



CARDIOVASCULAR DISEASE

accounts for more than one-fourth of maternal mortality in the U.S.

Women should learn the risk factors and talk to their health care teams about their personal risks before, during and after pregnancy.

Read more about how the American Heart Association is improving women's health through education, research and advocacy.

[GoRedForWomen.org/pregnancy](https://www.GoRedForWomen.org/pregnancy)



*Our future
is about
improving
yours.*



Questions? We've got the answers.
Maria Carr - Maria.Carr@heart.org
Jorie Wyatt - JWyatt@bcbsm.com

For the latest news, tips and resources, join the Go Red for Women Movement at www.heart.org/detroitgored and follow @GoRedforWomen on social media.

