

# The National



Hands Only CPR

**TEXAS  
TWO  
STEP**

Save a Life

[www.tx2step.com](http://www.tx2step.com)

Medical Profession and School Participants  
2018 Manual

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## What is the National Texas Two Step CPR?

The National Texas Two Step CPR is an annual event that teaches people hands-only CPR, a potentially life-saving skill, using a free 5-minute training session. Hands-only CPR has been shown to be as effective as conventional CPR for cardiac arrest - a condition where the heart stops beating properly - at home, work, or in public<sup>1</sup>. During their training, participants learn how to act quickly in the event of cardiac emergencies by following two easy steps:

1. Call 911
2. Initiate hands-only CPR by pushing hard and fast on the center of the chest

Hands-only CPR is easy to perform, and can be performed by public personnel in emergency situations in order to buy time until emergency medical services arrive.

Along with preparing everyday civilians for emergency events, the National Texas Two Step CPR provides leadership opportunities to medical students from around the country and allows them to give back to their communities.

## What's the History of the Event?

Texas Two Step CPR originated in 2015 as a medical student-driven, grassroots event with the goal of teaching hands-only CPR to as many people as possible. The Medical Student Committee (MSC) of the Texas College of Emergency Physicians (TCEP) founded this project as a way to increase medical student involvement in various communities across Texas. Under the guidance of Angela Siler Fisher, MD, FACEP, three students, Faroukh Mekhri, DO, Kayla Olesky, DO, and Nicholas Salerno, MD, organized the first ever Texas Two Step CPR, held on February 6, 2016, during American Heart Month. With the partnership of organizations such as Healthcorps.org, MaveRx, ACEP, and TMA, teams of students trained over 4,000 people in ten cities across the state, proving that this initiative had the potential to save thousands of lives in the future.

The following year students from across the state trained over 6,500 people in fourteen cities. Texas Two Step CPR recruited over 700 medical student volunteers from all eleven medical schools in Texas for the 2017 event. The project gained considerable recognition by partnering with a national 501c3, HealthCorps.org, Texas Medical Association, American College of Emergency Physicians, the leadership consulting firm MaveRx, as well as renowned cardio-thoracic surgeons Dr. Mehmet Oz and Dr. Robert

C. Robbins. Dozens of news articles were published (online and in-print), multiple interview segments aired on television with medical student representatives, and the event garnered over 90 million impressions on social media.

In February 2018, National Texas Two Step CPR training is planned for Saturday and Sunday, February 24<sup>th</sup> and 25<sup>th</sup>, in five more states in addition to Texas: Georgia, New York, California, Illinois, and Florida.

The National Texas Two Step CPR hopes to continue to expand its national footprint through the addition of more city, student, and organizational partners.

The Texas Two Step CPR 2018 medical student leadership Board of Directors created this manual to increase awareness of and participation in the event amongst medical profession students. This manual is also designed to guide medical profession student committees as they set up local sites for the event.

## Why Train People in CPR?

According to the American Heart Association, about 90 percent of people who suffer an out of the hospital cardiac arrest (OHCA) die. CPR, especially if performed immediately, can double or triple a cardiac arrest victim's chance of survival<sup>1</sup>. A cardiac arrest is an electrical or mechanical malfunction of the heart that results in an irregular heartbeat and inadequate blood flow. The vital organs in the body have only minutes before they start losing blood flow (perfusion) and undergo cell death (ischemia), eventually resulting in temporary or even permanent loss of function. Thus, it is imperative that the heart continues to deliver blood to all the tissues and organs in the body.

A study conducted in Denmark between 2001 and 2010, aimed to determine whether there was an association between national initiatives to teach bystander CPR and survival upon hospital arrival, at 30-days, and at 1-year after OHCA. In the ten-year study period, multiple programs had been conducted to increase awareness of appropriate CPR techniques and protocols. The investigators determined that the increase in survival following OHCA was significantly associated with a concomitant increase in bystander CPR<sup>1</sup>. Another investigation in North Carolina also analyzed the effects of teaching citizens CPR and found a greater likelihood of survival with favorable

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<sup>1</sup> Wissenberg, M., Lippert, F. K., Folke, F., Weeke, P., Hansen, C. M., Christensen, E. F., Jans, H., Hansen, P.A., Lang-Jensen, T., Olesen, J.B., Lindhardsen, J., Fosbol, E.L., Nielsen, S.L., Gislason, G.H., Kober, L., Torp-Pedersen, C. (2013). Association of National Initiatives to Improve Cardiac Arrest Management With Rates of Bystander Intervention and Patient Survival After Out-of-Hospital Cardiac Arrest. *Jama*, 310(13), 1377. doi:10.1001/jama.2013.278483

neurological outcome<sup>2</sup>. Other similar studies from around the world have also endorsed the benefits of training the non-healthcare layperson in basic resuscitative measures. Dispatcher-assisted bystander CPR has also gained tremendous validation through multiple analyses from various countries including United States, Japan, and Sweden<sup>3,4,5</sup>.

Learning and performing CPR can be intimidating for many non-medical personnel, because of the many steps involved. This may limit the number of trained bystanders. Fortunately, new research has demonstrated that hands only CPR, which can be easily taught and remembered by everyone, is just as effective of traditional CPR with breathing<sup>6</sup>.

A meta-analysis conducted in 2014 in China with over 92 thousand patients showed that both methods of cardiopulmonary resuscitation led to equivalent survival to hospital discharge and favorable neurologic outcomes in cardiac causes of arrest<sup>7</sup>. Compressions-only oriented training programs also result in better quality compressions compared to conventional CPR training programs, when tested 6 months and 1 year after training<sup>8</sup>.

Despite the well-proven benefits of bystander CPR, the biggest challenge remains in educating the public in rapid recognition of cardiac arrest and proper compression technique. Disseminating this vital information is the primary goal of Texas Two Step CPR.

## Who Organizes the Event?

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<sup>2</sup> Hansen, C. M., Kragholm, K., Pearson, D. A., Tyson, C., Monk, L., Myers, B., Nelson, D., Dupre, ME., Fosbøl, EL., Jollis, JG., Strauss, B., Anderson, ML., McNally, B., Granger, C. B. (2015). Association of Bystander and First-Responder Intervention With Survival After Out-of-Hospital Cardiac Arrest in North Carolina, 2010-2013. *Jama*, 314(3), 255. doi:10.1001/jama.2015.7938

<sup>3</sup> Ringh, M., Rosenqvist, M., Hollenberg, J., Jonsson, M., Fredman, D., Nordberg, P., Järnbert-Pettersson, H., Hasselqvist-Ax, I., Riva, G., Svensson, L. (2015). Mobile-phone dispatch of laypersons for CPR in out-of-hospital cardiac arrest. *Resuscitation*, 96, 2. doi:10.1016/j.resuscitation.2015.09.008

<sup>4</sup> Shimamoto, T., Iwami, T., Kitamura, T., Nishiyama, C., Sakai, T., Nishiuchi, T., Hayashi, Y., Kawamura, T., Kawamura, T. (2015). Dispatcher instruction of chest compression-only CPR increases actual provision of bystander CPR. *Resuscitation*, 96, 9-15. doi:10.1016/j.resuscitation.2015.07.009

<sup>5</sup> Lewis, M., Stubbs, B. A., & Eisenberg, M. S. (2013). Dispatcher-Assisted Cardiopulmonary Resuscitation: Time to Identify Cardiac Arrest and Deliver Chest Compression Instructions. *Circulation*, 128(14), 1522-1530. doi:10.1161/circulationaha.113.002627

<sup>6</sup> Svensson L, Bohm K, Castrén M, Pettersson H, Engerström L, Herlitz J, Rosenqvist M. Compression- only CPR or standard CPR in out- of- hospital cardiac arrest. *N Engl J Med*. 2010; 363:434-442.

<sup>7</sup> Yao, L., Wang, P., Zhou, L., Chen, M., Liu, Y., Wei, X., & Huang, Z. (2014). Compression-only cardiopulmonary resuscitation vs standard cardiopulmonary resuscitation: an updated meta-analysis of observational studies. *The American Journal of Emergency Medicine*, 32(6), 517-523. doi:10.1016/j.ajem.2014.01.055

<sup>8</sup> Nishiyama, C., Iwami, T., Kitamura, T., Ando, M., Sakamoto, T., Marukawa, S., & Kawamura, T. (2014). Long-term Retention of Cardiopulmonary Resuscitation Skills After Shortened Chest Compression-only Training and Conventional Training: A Randomized Controlled Trial. *Academic Emergency Medicine*, 21(1), 47-54. doi:10.1111/acem.12293

The event is planned and organized over the course of six months by:

- a Texas Two Step CPR Board of Directors - national medical student leadership board
- a National Organizational Partner Leadership Committee
- multiple Medical Student City Committees
- other organizations (medical professional or not) or grass-roots groups that are interested in joining the event.

### **Texas Two Step CPR Board of Directors**

- Comprised of current medical students selected by the previous year's leadership
- Serve a one year term
- Plans the annual event in conjunction with the Organizational Partners Leadership Committee
- Supervises and serves as a resource for student committees in each participating city through regular committee calls regarding volunteer recruitment, budgeting, expenditures, materials (including manikins, signage, collateral), fundraising, logistics, execution, and media and public relations
- Organizes and leads regular City Committee calls
- Provides City Committees with a list of required materials
- Provides a list of potential local partners such as the AHA and Red Cross
- Provides guidelines for social media outlets such as Twitter, Instagram, and Snapchat, and promotes local social media efforts
- Distributes official marketing collateral and presentations, logos templates, and schedules to City committees
- Executes outreach to secure training locations in each participating city
- Recruits student participants and leadership
- Revises the participant manual annually

### **National Texas Two Step CPR Organizational Partner Leadership Committee**

- Comprised of representatives from each of the organizational partners
- Plans the annual event in conjunction with the student Board of Directors
- Recruits funders and organizational partners
- Assists in the organization of the event through regular committee calls regarding budgeting, expenditures, creation of materials logistics, execution, national media and public relations

- Establishes social media channels for the event including but not limited to a website, Facebook, Twitter account, Instagram account, Snapchat account and hashtags
- Establishes and maintains the events marketing brand, guidelines and trademarks
- Tracks budgets and expenditures

### **Medical Student City Committee**

- Comprised of five members, including a Chair (who participates in monthly conference calls with the Board of Directors)
- Supervises the planning, execution, local media/PR and logistics (set up and break down) in their city
- Meets regularly, in person or via conference calls, throughout the planning process
- Tracks the numbers of trainees at their city sites
- Conducts outreach to secure partnerships for the local event with medical profession schools and appropriate organizations
- Assigns a Site Coordinator who:
  - Evaluates and secures potential sites for the event
  - Creates a site plan for the event
  - Negotiates and establishes all costs, insurance, and permits related to the site
- Assigns an Equipment Coordinator who:
  - Identifies and secures all non-human resources needed for the day of events including manikins, clipboards, pins, printed materials, tables, banners, water, snacks, etc
  - Establishes relationships with schools and EMT partners that can provide manikins
- Assigns a Volunteer Coordinator who:
  - Recruits, trains and supervises volunteers from their school, local universities, pre-medical organizations, and medical interests groups
- Assigns a Media/PR Coordinator responsible for:
  - Local advertising and promotion of the event
  - Distributing marketing materials such as flyers
  - Establishing a Facebook site for the local event (to be linked to the national event site)
  - Establishing other social media outlets for the local event such as Twitter, Instagram, Snapchat, etc.



- Ensures that all local partner logos (medical profession schools, organizations, sponsors) are displayed on the local event Facebook site and sent to the Board of Directors Media/PR contact
  - We recommend searching online for the protocol to acquire permission to use a school or organization's logo and reaching out early. We also require that you provide us with the email thread or some other confirmation from the school's administration that confirms we have their permission.

### **Other Organizations and Grass-Roots Groups**

- Should go to [www.tx2stepcpr.com](http://www.tx2stepcpr.com) and download the official manual
- Organization/Group Leader should go to the "Contact" section of the tx2step website and fill out the "Join the Event" form. This form asks for your group size, leader name and contact info, and suggested training location. It also asks you to sign a basic agreement saying you and your group will follow the event guidelines and maintain the standards of the event brand. Your form will then be sent on to your local City Committee or the Board of Directors so they are aware that you are interested in participating in the event. They will subsequently contact you to offer support. If for any reason, you do not hear back from anybody, please feel free to contact either the Board of Directors or the National Organizational Leadership Committee. All info is listed on the site.

### **How do I use this document?**

This manual is a comprehensive overview of the structure, execution, and nuances of Texas Two Step CPR. As a free and open-access publication, we envision this to be a "plug-and-play" resource to be utilized by anyone who would like to spread hands-only CPR to their community.

Due to the comprehensive nature of the manual, we encourage city leaders to read sections that are directly applicable to them. Reading the manual in its entirety is not needed to accomplish their specific job descriptions but will give leaders an overall understanding of the event logistics.

## Timeline

### June/July:

- National Board of Directors elects new members
- Organizational Partner Leadership Committee and student Board of Directors establish the date of the National event
- Organizational Partner Leadership Committee conducts outreach to new national partners

### August/September:

- Organizational Partner Leadership Committee establishes outreach presentation, website, and social media channels, and approaches sponsors
- Board of Directors conducts outreach to medical schools and leaders around the country

### September/October:

- City Committees organize and reach out to the Board of Directors through [tx2stepcpr.com](http://tx2stepcpr.com) to download the official participant manual
- Board of Directors supplies City Committees with outreach presentation
- City Committee assigns roles and starts conducting planning calls, site evaluations and outreach
- All local social media channels should be established by the end of October as promotional advertising begins in the fall
- City committees should initiate outreach to volunteers
- City committees should begin searching for manikins to use for the event
- Board of Directors commences weekly city calls
  - At least 1-2 people from each city committee should be present on conference call

### November/December:

- All sponsor and partner (e.g. medical schools) logos should be displayed on national and local social media channels by the second week of December. (Note usage of logos requires approval from school or organization officials)
- All sites should be finalized by the end of November. **In December and early January, you will find that many decision makers are unavailable.** You will want to get this all sorted before then.

### January

- **All manikins should be secured for trainings.** While this is the ideal timeline, Manikin acquisition can run up until the week before the event. **Don't stop contacting people.** You may need more than you think you do.
- National Press release by the Organizational Partner Leadership Committee
- All site plans are finalized
- CPR training curriculum sent out by the Board of Directors by the **beginning of January**. It will give students/volunteers time to study, learn, and practice the training curriculum so that there aren't any snags on the day of the event. Please remember that volunteers can only teach what is included in the manual.

#### February

- Current manikin counts should be submitted **2 weeks prior to the event.**
- Current volunteer count should be submitted **2 weeks prior to the event.**

#### Day of the Event Day:

- **Set up:** Ensure that you and your volunteers are there early enough to set up prior to the arrival of participants.
- **Attract participants to your booth and area:** While banners, stickers, and signs are good ways of attracting attention, volunteers will need to engage individuals at times in order to bring them to the booth. Upbeat, conversational attitudes will draw in more individuals. Sometimes it takes some negotiation to draw in indecisive people.
- At some sites, volunteers created a mobile CPR training team by taking manikins and walking around the entire facility (mall, church, or park), teaching CPR as they came across large groups of people.
- **Track volunteers:** It is important to have a sign-in/sign-out log for the volunteers. The individual's name, email, phone number, and hours worked are key pieces of information to record in case they need documentation of volunteer hours.
- **Track trainees: It is important for the organizers of the event to have an accurate count of how many people were trained at each site**
  - Have participants fill out info on the spreadsheet (will be sent out before the event) after learning CPR. We will use the information for determining a final tally of trainees nationwide.
  - Remember to keep track of the total number of individuals trained at your site, including children, regardless of whether they choose to fill out the information on the spreadsheet!

- **Tips for teaching CPR** (although volunteers will receive more detailed training instruction, here are some important tips to remember)
  - Chest compression rate (100-120 beats per minute)
    - Achieving the correct chest compression rate is easier when the person performs CPR while singing or listening to a song. If someone is struggling to achieve the correct rate, recommend one of the following songs for them to sing out loud so they can compress to the beat. All of these songs have tempos of around 100 beats per minute:
      - “Stayin’ Alive” by the Bee Gees
      - “Row, Row, Row Your Boat”
      - Other songs recommended by the American Heart Association (AHA): “Crazy in Love” by Beyoncé, “Hips Don’t Lie” by Shakira”, “Walk the Line” by Johnny Cash.
      - Participants should be sticking to songs that have 100-120 beats per minute.
  - Chest compression depth (2 inches)
    - In order to pump the heart most efficiently, compressions should reach a depth of 2 inches. Many manikins have a built-in quality assessment function that makes a clicking sound when the appropriate depth is reached. The newer, more high-tech ones have red, yellow, and green lights that give immediate feedback on compression quality. Draw attention to these mechanisms to allow your trainees to perform better compressions.
  - Complete release of the chest
    - The heart must refill with blood after each beat and this can only happen if the chest is completely released in between each compression. Ensure that participants remove all pressure off the chest after each push.
- **CPR certification:** The National Texas2Step CPR is NOT an event that provides participants with a certification in CPR. It is, however, a short training session on how to perform CPR in the out-of-hospital cardiac arrest situation. The goal is to teach people the mechanics of CPR in a short time frame, so they will know what to do when someone collapses. If participants are only looking for a certification class, feel free to direct them the American Heart Association (AHA) website to find classes near them.  
[http://www.heart.org/HEARTORG/CPRAndECC/CPR\\_UCM\\_001118\\_SubHomePage.jsp](http://www.heart.org/HEARTORG/CPRAndECC/CPR_UCM_001118_SubHomePage.jsp)

- **Break down:** It is important to ensure that your volunteers help you break down your training site and clear out all trash in order to avoid any site clean-up fees or penalties. Unless mentioned otherwise, these items are only used for the upcoming year's event and can be discarded (or kept) after the event is completed.

### Post-Event Day:

- Turn in all collected data to the Board of Directors
  - Demographic information collected during the event will be used publicly to disclose the success of the event. Documents should be scanned and sent to the Board of Directors. More specific instructions on this will be provided shortly before the event.
- Fill out the Post-Event Survey: The National Organizational Leadership Committee will send you a link to an event survey that will be used to enhance and revise the event for future years. This is your way of making the next event better!

## Helpful Tips

- **Establish your City Committee EARLY.** The sooner each position has been filled, the sooner you can start delegating work and organizing the event in your city. This is especially true in the larger cities, where you will need more manikins and volunteers, and where sites will be harder to book.
- **City Committee Chairs should expect to be involved in weekly calls with the Board of Directors,** especially as the date for the event begins to approach. This is to insure that everything is moving smoothly, and to fix any last minute snags.
- **Communication is key!** Committee Chairs are coordinators as well as the extra hand making sure the objectives are being accomplished, so make sure you are talking to people in a timely and cordial manner and ensuring that tasks are being completed.
- **Sites:**
  - **Pick your sites early.** The larger/more public the site, the longer it will take to secure. Parks and other public venues, such as malls, have a variety of requirements they need you to meet in order to approve your event at their site. They will ask to see a plan of the proposed event, including number of attendees estimated, security detail, clean-up, and may even ask for such details as a parking plan for event participants. Reach out to the Board of Directors on guidance regarding these details.
  - If you are having trouble securing a site, finding resources, or need guidance on how to move beyond a particular obstacle, please inform the Board of Directors as soon as possible.
  - **Pick high-volume sites to maximize participation. High traffic does not necessarily equate to high volume.** Malls can be a mixed bagged; at some, you will find that you're able to train between 400 or 500 people in a single day. At others you might only get 100 or so people. Be aware of the kind of foot traffic particular mall sees in order to gauge whether it would make for a good site.
  - **Maintain contact with the site's event planning office.** They are usually friendly and are willing to walk you through the application and planning process. Even so, they have a rigorous process by which they evaluate plans, and with a multitude of plans they have to approve, it will take them time to get back to you. It is not outside the realm of possibility to wait a month or more to finally hear back from the site's organizers, but be sure to maintain communication with them.

- **Large college campuses make for excellent sites.** With few exceptions, sites on college campuses have been able to train upward of 350 people in a single day. Before booking a space with a university, double-check the campus's event calendar, and make sure that there are no major events/holidays at the particular school that would decrease participation in our event. On the other hand, if you feel that this particular event may add to your training numbers, feel free to take advantage of that.
- **Don't be afraid to pick unconventional sites.** Does your city have a local flea market or a popular farmers market? Outdoor (or sometimes indoor) events like these can often bring in a large amount of people. We recommend checking out places like these ahead of time because some days may be busier than others.
- **Liability Insurance: Some sites may require liability insurance or paperwork.** If so, contact the Board of Directors. In the past, we have had sites require similar paperwork and our organizational partners have assisted in getting this sorted out. Again, plan early!
- **Volunteer Recruitment**
  - **Who Should you Recruit?** Anyone in or interested in the medical field would be a good volunteer prospects, but individuals do NOT have to be in these fields. **They also DO NOT have to be CPR certified.** Our training curriculum, which will be distributed in January, will contain all the information they need to participate. Reach out to your medical, nursing, public health, pharmacy and veterinary schools as well as local pre-medicine associations and medical residents. Note: As long as they participate in training the public in hands-only human CPR, they are also welcome to provide lessons to the public on other health topics (e.g. public health students teach cardiovascular health, pharmacy students teach epinephrine auto injector (Epi-Pen) administration, veterinary students teach dog/cat CPR).
  - **How Many Volunteers Should You Recruit?** This is highly dependent on the expected traffic of a given site. Larger sites can benefit from having more than 20 volunteers at a given time while smaller sites can succeed with just 4 volunteers.
  - **Consider dividing the day into multiple shifts of 2 to 4 hours each.** You can then assign each of your volunteers to a particular shift. This avoids long, full-day commitments at training sites and can possibly increase the number of volunteers that sign up.
  - **Bilingual volunteers are especially helpful in some cities** (i.e. Spanish in El Paso/Rio Grande Valley).

- **Volunteers should be sent the curriculum when the city/school committees receive it in January or within 24 hours of signing up.** We recommend having a demonstration of the curriculum a few days before the event. If this does not work with people's schedules, make sure to perform a demonstration before the start of the event shift.
- **Manikins** - one of the hardest resource to acquire in adequate numbers. Like with all other things, start early
  - **Where can you find the manikins?**
    - Your medical school is a good primary resource for manikins. Schools require them for CPR training, and should be able to direct you to whoever is in charge of distributing CPR training equipment.
    - Your local Red Cross: We were able to borrow a good number of manikins from the American Red Cross in Houston. Make sure to contact them early, as they are a busy organization, and are swamped with requests. Use this link to find your closest Red Cross: <http://www.redcross.org/find-your-local-chapter>
    - Local fire departments, EMT organizations and hospitals may also have some manikins you can borrow. Call, introduce yourself, say who you're representing, and ask them if they have manikins available for you to borrow. You should also consider reaching out to physicians who provide Medical Direction for local FD and EMS services. This top-down approach helps with expediting the process and with establishing a relationship with physicians.
    - Some nearby universities may have an student EMS service, so do not forget to inquire there.
  - **How many manikins do I need?**
    - This is also largely site-dependent. Highly-trafficked sites can benefit from having 20 or more manikins while smaller sites can have 3-4 manikins.
    - Generally you want 1 manikin per 2 to 3 trainees with 1 instructor per manikin.
    - Overestimate the number of manikins you need, so that you can adapt to changing circumstances.
- **Fundraising:** There is currently no cost to participate in the national event. The Board of Directors will supply marketing and PR collateral such as the official logo, a marketing presentation, a press release and flyer template. However, there are certain logistical costs associated with obtaining official banners, volunteer and participant collateral and supplies to ensure that your event looks like the others across the country.



- **How can you raise local funds?:** Fundraising for this event will be the same as any other fundraising. If your school has a particular “type” of fundraising that works, i.e. bake sale, then stick to that. Other ideas include talking to local business to see if they will sponsor the event. We can provide free publicity for them on our website under the local sponsors. Restaurants will frequently have a Profit Share, when a portion of proceeds are given to the event if the customer mentions they purchased food at Chipotle to support that event.
- **How Can You Buy Supplies that are Cheap?** - Supplies such as water, snacks, pens, clipboards, tape, etc. can either be brought in by volunteers or bought at places like Walmart, Sam’s Club, Costco, etc. Please see the [Appendix A](#) for approximate price estimates on items. Some events can be run for free if done wisely. Items such as banners are useful in attracting people to your booth or training area, but not completely necessary.

**Media/Public Relations (PR):**

- **Acquire local press and promotion**
  - The goal of this event is to teach CPR to as many people as possible in order to increase the chance of survival from cardiac arrest. As such, this is a free charitable event, a fact that can help you secure local sponsors and advertisers.
    - As we try to increase event exposure, contact restaurants, grocery stores, coffee store chains, etc. Be respectful, introduce yourself and the event, and see if they would be willing to promote the event or sponsor it.
    - In return, we can provide publicity for their business on our website under local sponsors.
- **How can you increase publicity for the event?**
  - Use Facebook, Twitter, Instagram, Snapchat, etc. to increase the exposure of our event.
    - If you have access to local television or radio shows, contact them! Some radio shows allow representatives (you!) to call in and describe the event.
    - Not everyone will be up to date with social media so asking to post signs at grocery stores, local community centers (i.e. YMCA, religious centers) is also a good idea.
  - Medical profession schools and partner organizations are also helpful in spreading information about the event. Each has a Public Relations department with ties to local community newspapers, news stations, and

online news outlets. Some schools may have TV bulletin boards or other ways to post information about the event. Use these to publicize your event and gather volunteers.

## APPENDIX A

### **Budgeting**

Below is a list of items that you might want for the day of the event. Items like banners may help you draw in attention from participants and increase your reach. Please note, prices may vary year to year so the prices listed below are an estimate for each item based off of the 2017 event cycle.

<b>Item</b>	<b>Estimated Cost</b>
3'x6' banner	\$43.00
100 Matching pin buttons for student volunteers	\$75.00
500 Matching stickers for participants	\$55.00
500 Wallet Cards for participants (contains instructions for high quality CPR)	\$20.00
24-count water bottles for volunteer	\$10.00
Facebook advertising	\$10.00-\$100.00 (variable)

Please keep in mind that smaller sites might not need these items. In the past year, some sites were able to operate no funding. Also take into consideration the costs of printing necessary documents, publicity flyers, and other materials.