



CARDIAC READY COMMUNITIES (CRC) DIGITAL TOOLKIT

**Please refrain from extracting the graphics directly from this document as they are of lesser quality.
Rather utilize the graphics found in the digital toolkit folder.*

Focus Area #1

Definition of a CRC

Copy: A community is made up of members who work together and build each other up – business owners, city officials, dispatchers, police, fire, and hospital staff...

A Cardiac Ready Community (CRC) is made up of members who are EDUCATED, EQUIPPED, and EMPOWERED to collaboratively handle cardiac events prior to an ambulance arriving, significantly increasing the chance of survival. Learn more about CRCs at

<https://doh.sd.gov/diseases/chronic/heartdisease/cardiareadycommunities.aspx>

Hashtags: #SDCardiacReady #CRCempowerment #CRCeducation #CRCequipped

Graphic: (FA 1 – Definition of a CRC)



Link: <https://doh.sd.gov/diseases/chronic/heartdisease/cardiareadycommunities.aspx>

Recruiting Others #1

Copy: Do you live in a rural community, miles from a local hospital? Ambulances can take up to 30 minutes to get to some of the most remote parts of the state. But, what if community members could be trained to help in an emergency? Talk to your local leaders today about becoming a Cardiac Ready Community!

For more details on what a CRC looks like, visit

https://www.youtube.com/watch?time_continue=141&v=a4mANYXhPoE&feature=emb_logo

Hashtags: #SDCardiacReady #CRCempowerment



Graphic: (FA 1 – Recruiting Others #1)



Link: https://www.youtube.com/watch?time_continue=141&v=a4mANYXhPoE&feature=emb_logo

Recruiting Others #2

Copy: There is no community too large or too small for the Cardiac Ready Community Program. Find out how a SD town of 700 banded together for the betterment of their community and will save lives because of it:

https://www.youtube.com/watch?time_continue=42&v=CV6NEX13MhA&feature=emb_logo

Hashtags: #SDCardiacReady #CRCEquipped

Graphic: (FA 1 – Recruiting Others #2)



Link: https://www.youtube.com/watch?time_continue=42&v=CV6NEX13MhA&feature=emb_logo

Recruiting Others #3

Copy: What's more universal than taking care of your neighbor? By being a part of a Cardiac Ready Community (CRC), you're doing just that. Through education, the citizens of a CRC are empowered to help a patient experiencing a cardiac event prior to an ambulance arriving.

Hear from real people, emphasizing the importance of being there for each other, especially amid an emergency: https://www.youtube.com/watch?time_continue=25&v=9prsQdJDdbk&feature=emb_logo



Hashtags: #SDCardiacReady #CRCempowerment

Graphic: (FA 1 – Recruiting Others #3)



Link: https://www.youtube.com/watch?time_continue=25&v=9prsQdJDdbk&feature=emb_logo

Focus Area #2

Signs/Symptoms of Cardiovascular Emergency

Copy: If you notice someone that has suddenly become unresponsive, is not breathing, or is gasping for air, they could be experiencing cardiac arrest.

The first thing you should do is yell for help and have them call 9-1-1. You should then:

- Check Breathing
- Give CPR – push hard and fast
- Use an AED

For more information on how to help someone suffering a cardiovascular emergency, visit <https://www.heart.org/en/health-topics/cardiac-arrest/emergency-treatment-of-cardiac-arrest>.

Hashtags: #SDCardiacReady #CRCempowerment

Graphic: (FA 2 – Signs/Symptoms of Cardiovascular Emergency)



Link: <https://www.heart.org/en/health-topics/cardiac-arrest/emergency-treatment-of-cardiac-arrest>



Know the Difference

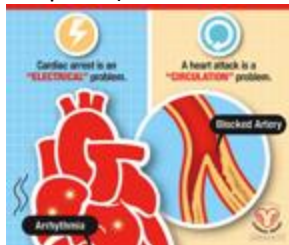
Copy: A heart attack is when blood flow to the heart is blocked, and sudden cardiac arrest is when the heart malfunctions and suddenly stops beating unexpectedly.

People often use these terms interchangeably, but they are not synonyms. A heart attack is a “circulation” problem and sudden cardiac arrest is an “electrical” problem.

Learn more about the distinct differences between a heart attack and sudden cardiac arrest:
<https://www.heart.org/en/health-topics/heart-attack/about-heart-attacks/heart-attack-or-sudden-cardiac-arrest-how-are-they-different>

Hashtags: #SDCardiacReady #CRCeducation

Graphic: (FA 2 – Know the Difference)



Link: <https://www.heart.org/en/health-topics/heart-attack/about-heart-attacks/heart-attack-or-sudden-cardiac-arrest-how-are-they-different>

Cholesterol

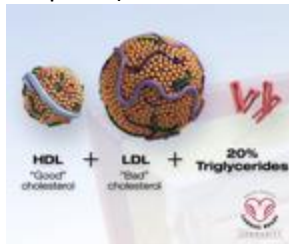
Copy: The CDC (Centers for Disease Control and Prevention) defines cholesterol as a waxy substance produced by the liver or consumed in certain foods. It is needed by the body, but if there is an excess, it gets deposited in your arteries, including the ones that feed your heart and brain.

Get more information on "good" and "bad" cholesterol and what you can do to lower your risk of heart attack or stroke: <https://watchlearnlive.heart.org/index.php?moduleSelect=hdldl>



Hashtags: #SDCardiacReady #CRCeducation

Graphic: (FA 2 – Cholesterol)



Link: <https://watchlearnlive.heart.org/index.php?moduleSelect=hdldl>

Blood Pressure

Copy: Uncontrolled high blood pressure can damage and narrow blood vessels, increasing the risk of vessels becoming blocked or bursting. Unfortunately, these things can lead to cardiac arrest.

Learn how the Cardiac Ready Communities (CRC) Program focuses on awareness and education to empower everyday people:

https://www.youtube.com/watch?time_continue=63&v=CV6NEX13MhA&feature=emb_logo

Hashtags: #SDCardiacReady #CRCempowerment

Graphic: (FA 2 – Blood Pressure)



Link: https://www.youtube.com/watch?time_continue=63&v=CV6NEX13MhA&feature=emb_logo

How Does Your Blood Pressure Measure Up?

Copy: Systolic, diastolic, one number over another... Figuring out a healthy blood pressure doesn't have to be confusing. Learn more to see how you measure up!

<https://www.heart.org/en/health-topics/high-bloodpressure/understanding-blood-pressure-readings>

Hashtags: #SDCardiacReady #CRCeducation



Graphic: (FA 2 – How Does Your BP Measure Up)



Link: <https://www.heart.org/en/health-topics/high-bloodpressure/understanding-blood-pressure-readings>

Chain of Survival

Copy: A Cardiac Ready Community knows the importance of a strong Chain of Survival, as it can improve chances of survival and recovery for victims of cardiac arrest. Strengthen the links that connect your community and feel confident in the event of a cardiac arrest.

Learn more about the American Heart Association's (AHA) Chain of Survival here:

<https://cpr.heart.org/en/resources/cpr-facts-and-stats/out-of-hospital-chain-of-survival>

Hashtags: #SDCardiacReady #CRCeducation

Graphic: (FA 2 – Chain of Survival)



Link: <https://cpr.heart.org/en/resources/cpr-facts-and-stats/out-of-hospital-chain-of-survival>

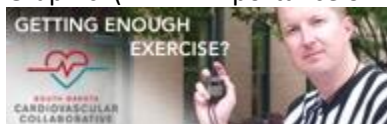
Importance of Physical Activity

Copy: Physical activity is important for heart health. Are you getting enough exercise?

<https://www.cdc.gov/physicalactivity/basics/index.htm>

Hashtags: #SDCardiacReady #CRCeducation

Graphic: (FA 2 – Importance of Physical Activity)



Link: <https://www.cdc.gov/physicalactivity/basics/index.htm>



Heart Healthy Nutrition

Copy: Are your eating habits holding you back? Start replenishing what your body craves by adding some color to your plate! Veggies like carrots or broccoli are a heart healthy side that can complement any meal.

<https://www.heart.org/en/healthy-living/healthy-eating/addcolor/how-to-eat-more-fruits-and-vegetables>

Hashtags: #SDCardiacReady #CRCeducation

Graphic: (FA 2 – Heart Healthy Nutrition)



Link: <https://www.heart.org/en/healthy-living/healthy-eating/addcolor/how-to-eat-more-fruits-and-vegetables>

Healthy Heart

Copy: Take 7 Small Steps towards a Healthy Heart and see Big Changes.

<https://www.heart.org/en/healthy-living/healthy-lifestyle/mylife-check--lifes-simple-7>

Hashtags: #SDCardiacReady #CRCeducation

Graphic: (FA 2 – Healthy Heart)



Link: <https://www.heart.org/en/healthy-living/healthy-lifestyle/mylife-check--lifes-simple-7>

Heart Score

Copy: What's your Heart Score? Find out with Life's Simple 7.

<http://www.heart.org/en/healthy-living/healthy-lifestyle/my-lifecheck--lifes-simple-7>



Hashtags: #SDCardiacReady #CRCeducation

Graphic: (FA 2 – Heart Score)



Link: <http://www.heart.org/en/healthy-living/healthy-lifestyle/my-lifecheck--lifes-simple-7>

Importance of Early Activation of 911

Copy: If there's a possibility that you or someone around you is experiencing cardiac arrest, it's extremely important to call 911 right away. Never try to assess a potential emergency by yourself; calling 911 is always the fastest way to get lifesaving treatment!

Hashtags: #SDCardiacReady #CRCempowerment

Graphic: (FA 2 – Importance of Early Activation of 911)



Link: <https://www.heart.org/en/health-topics/heart-attack/warning-signs-of-a-heart-attack>

Encouraging Use of Ambulance

Copy: Skipping the ambulance in the face of an emergency can be deadly. By calling 911, you're likely to start receiving care up to an hour sooner than if you were to go to the hospital in a personal vehicle.

Feel confident in getting professional help from EMS staff right away by calling 911.

Hashtags: #SDCardiacReady #CRCequipped



Graphic: (FA 2 – Encouraging Use of Ambulance)



Link: [community specific link]

Videos on Diet and Motivation:

Cardio Cam Short - Diet and Motivation

<https://youtu.be/1KRO2TX5fWE>

Cardio Cam 1 Minute - Diet and Motivation

<https://youtu.be/1HrxBZWs5cw>

Videos on Staying Active

Cardio Cam Short - Staying Active

<https://youtu.be/SsSrDTn87LU>

Cardio Cam 1 Minute - Staying Active

https://youtu.be/F_kA1NSrwe0

Cardio Quizzes

Cardio Cam - 30 Second Quiz

Link: <https://youtu.be/4bala7WXbKg>

Cardio Cam - 1 Minute Quiz

Link: https://youtu.be/EguKj_uRc44

General Tips:

Cardio Cam - Tips for a Healthy Heart

Link: <https://youtu.be/Owx-RnTG9oI>



Focus Area #3

BP Template

Copy: [Customizable]

Graphic: (FA 3 – BP Template)



Nutrition & Physical Activity Templates

Copy: [Customizable]

Graphic: (FA 3 – Nutrition & Physical Activity Template 1)



Copy: [Customizable]

Graphic: (FA 3 – Nutrition & Physical Activity Template 2)





Check. Change. Control.

Copy: The leading risk factor for a cardiac event is high blood pressure. It's important to CHECK your blood pressure, CHANGE your lifestyle as recommended, and CONTROL your blood pressure with the help of a healthcare provider.

Try out the Check. Change. Control. Calculator from the American Heart Association (AHA) and learn your risk of heart attack or stroke: <https://cccccalculator.ccctracker.com/>

Hashtags: #SDCardiacReady #CRCeducation

Video: https://youtu.be/KukG_X-PYAs or

Graphic: (FA 3 – Check Change Control)



Link: <https://cccccalculator.ccctracker.com/>

“Know Your Numbers”

Copy: Having high blood pressure can take a toll on your body. When your heart is working overtime, it can eventually lead to a stroke or heart attack. By knowing your blood pressure numbers, you can work with your doctor to lower your risks.

Understand how to read your blood pressure and how often you should get it checked:

<https://www.heart.org/en/health-topics/high-blood-pressure/commit-to-a-plan-to-lower-your-blood-pressure/unsure-about-your-blood-pressure-numbers>

Hashtags: #SDCardiacReady #CRCeducation

Graphic: (FA 3 – Know Your Numbers)

Blood Pressure Categories

BLOOD PRESSURE CATEGORY	SYSTOLIC and/or DIASTOLIC (mm Hg)	OR	SYSTOLIC and/or DIASTOLIC (mm Hg)
NORMAL	LESS THAN 120	and	LESS THAN 80
ELEVATED	120 – 129	and	LESS THAN 80
HIGH BLOOD PRESSURE (prehypertension, stage 1)	130 – 139	or	80 – 89
HIGH BLOOD PRESSURE (prehypertension, stage 2)	140 OR HIGHER	or	90 OR HIGHER
APPARENTLY CRISIS (consult your doctor immediately)	HIGHER THAN 180	and/or	HIGHER THAN 120

Source: American Heart Association
heart.org/bplevels

Link: <https://www.heart.org/en/health-topics/high-blood-pressure/commit-to-a-plan-to-lower-your-blood-pressure/unsure-about-your-blood-pressure-numbers>



Community Empowerment

Copy: Members of Cardiac Ready Communities (CRC) are empowered through awareness, screening, and education surrounding potential risks to their cardiac health.

Hashtags: #SDCardiacReady #CRCempowerment

Link: <https://doh.sd.gov/diseases/chronic/heartdisease/cardiareadycommunities.aspx>

Focus Area #4

CPR Template

Copy: [Customizable]

Graphic: (FA 4 – CPR Template)



Hands-Only CPR

Copy: Hands-Only CPR has been proven to be just as effective as traditional CPR and can mean the difference between life and death. Through the Cardiac Ready Communities (CRC) Program, community members are trained on how they can assist medical personnel before they arrive.

Hear from the community members of Kimball, the first town to become a Cardiac Ready Community:
<https://www.youtube.com/watch?v=a4mANYXhPoE>

Hashtags: #SDCardiacReady #CRCempowerment

Link: <https://www.youtube.com/watch?v=a4mANYXhPoE>

Definition of an AED

Copy: What is an AED? Chances are you've seen one on TV or maybe in real life. AED stands for Automated External Defibrillator and is used to administer an electric shock to the heart during a cardiac event. Where are the AEDs in your community?



Learn more about the importance of AEDs:

https://www.youtube.com/watch?time_continue=123&v=a4mANYXhPoE&feature=emb_logo

Hashtags: #SDCardiacReady #CRCeducation

Video: <https://youtu.be/kogojYgUbns>

OR Graphic: (FA 4 – Definition of an AED)



Link: https://www.youtube.com/watch?time_continue=123&v=a4mANYXhPoE&feature=emb_logo

Public Access AEDs

Copy: Cardiac arrest victims who receive immediate CPR and AED shock within three to five minutes have a much higher chance of surviving.

The Cardiac Ready Communities (CRC) Program is designed to assess where public access AEDs are located and get community members comfortable with using one. Do you know where the AEDs are in your community?

Hashtags: #SDCardiacReady #CRCEquipped

Video: <https://youtu.be/kogojYgUbns>

Link: [specific community link]

Importance of Immediate CPR

Copy: During a cardiac emergency, keeping the blood flow active – even partially – extends the opportunity for a successful resuscitation once trained medical staff arrive.

Learn more about CPR and the Chain of Survival here: <https://cpr.heart.org/en/resources/what-is-cpr>

Hashtags: #SDCardiacReady #CRCempowerment



Graphic: (FA 4 – Importance of Immediate CPR)



Link: <https://cpr.heart.org/en/resources/what-is-cpr>

CPR Rescue Breathing Stigma

Copy: It's highly likely that within the first few minutes of cardiac arrest, there's still oxygen in the victim's lungs and bloodstream, which is why chest compressions are the first step in administering CPR. The next step in providing life-saving oxygen through CPR is rescue breathing (formally known as mouth-to-mouth).

Learn how to safely administer rescue breathing: <https://www.healthline.com/health/first-aid/cpr#steps-for-mouth--to--mouth-resuscitation>

Hashtags: #SDCardiacReady #CRCrescuebreathing

Graphic: (FA 4 – CPR Rescue Breathing Stigma)



Link: <https://www.healthline.com/health/first-aid/cpr#steps-for-mouth--to--mouth-resuscitation>

Promotion of Emergency Vehicles

Copy: Did you know that all emergency vehicles are equipped with Automated External Defibrillators (AEDs)? This includes fire trucks and police vehicles, as well as ambulances.

Utilizing these services, vehicles, technology, and professionals in an emergency could mean the difference between life and death.

Hashtags: #SDCardiacReady #CRCEquipped



Video: <https://youtu.be/o0ttob1PEUk>

OR Graphic: (FA 4 – Promotion of Emergency Vehicles)



Link: [community specific link]

Focus Area #5

AED Template

Copy: [Customizable]

Graphic: (FA 5 – AED Template)



Did You Know Template

Copy: [Customizable]

Graphic: (FA 5 – Did You Know Template)

