



# *Citizen CPR Train-a-thon for Red Cross Clubs*

## *What it is*

Citizen CPR is a 30-minute program developed by the American Red Cross to teach people how to perform Hands-Only CPR. Hands-Only CPR is giving chest compressions without any mouth to mouth contact. Learning this technique helps make your community safer. Red Cross Clubs can host a Citizen CPR Train-a-Thon in which they teach hands-only CPR to your community.

## *How it helps*

Each year, more than 300,000 people die of sudden cardiac arrest in the United States. Hosting a Citizen CPR Train-a-Thon is an easy way to equip members of your community with essential lifesaving skills. By providing an opportunity for the community to learn this skill, you are playing an important part in the Red Cross' work to ensure that people of all ages are prepared in case of an emergency.

## *Get started*

The first step to hosting a Citizen CPR Train-a-Thon is to contact your local Red Cross chapter for assistance. Next, your Club will need to get least 3-4 Club members trained as Citizen CPR Leaders. Leader Training is required for those individuals who wish to conduct the 30-minute skills session. Note: Individuals must be at least 16 years old to participate in the Leader Training. American Red Cross First Aid/CPR/AED instructors are also eligible to teach this course after self-orienting to the materials.

Once your Club members are trained as Citizen CPR Leaders, you can proceed with planning your Citizen CPR Train-a-Thon. The chapter can guide you to resources to help make your event impactful and successful including introducing you to your Preparedness and Health & Safety Service (PHSS) Service Delivery Manager. Red Cross Clubs can teach Citizen CPR to the community for no fee to participants; however there are expenses that go along with teaching the course. Clubs need to work with their chapter to determine how to cover expenses associated with the training, such as purchasing required materials and equipment.

Want more information?  
Contact us!

[youthinvolvement@redcross.org](mailto:youthinvolvement@redcross.org)

## *DID YOU KNOW?*

For each minute that CPR and defibrillation are delayed, the person's chance for survival is reduced by about 10 percent.

After you have connected with your chapter, there are four steps you should complete to initiate your event:

1. **Time and date.** Pick a date and time to hold your training event. At least four weeks notice is needed.
2. **Find a venue.** Secure a location for the event that is suitable for a large group of people. Consider a venue with lots of open space, such as a gym, community center or local restaurant. Ask the venue to sponsor the event by allowing your group to use the space for free. Work with your chapter to develop a venue agreement with the location if needed.
3. **Form a planning committee.** Gather a group of committed Club members to help organize the event. The planning committee should:
  - a. Market the event to their networks
  - b. Assist with logistics and planning of the event
4. **Set a training goal.** Determine how many participants you want to train during your event. Determine how many training sessions you want to offer throughout the day and set a schedule for the training sessions. (i.e. Schedule sessions to begin at the top of each hour.) A Leader can train up to 20 people at a time.

## *Whats next?*

Once you have the location secure, your planning committee in action and your training goals set, there are a few more promotion and planning things to do.

- **Develop a promotional strategy.** This will be your primary plan and checklist for the coordination of your event. Examples of items to include in your promotional strategy are:
  - Determine how you plan to market and promote your event.
  - Identify a campus or community leadership advocate to endorse the event.
- **Determine what materials or equipment will be needed for the training** and are available in your area. Reminder: You'll need to schedule equipment usage through your PHSS Service Delivery Logistics Coordinator or chapter liaison. Some materials may need to be ordered ahead of time, so plan for this. Materials needed for the Citizen CPR course include:
  - Hands-Only CPR Ready Reference (one for each participant)
  - How to Perform Hands-Only CPR video segment
  - Citizen CPR Compression Trainer (ambulance with hand placement diagram) (one for each participant)
  - Metronome (optional)
  - "I Learned How to Save A Life Today" sticker (optional)
  - Citizen CPR Activity Report

Before beginning, contact your local Red Cross chapter for assistance. You can find chapter information at **redcross.org**.

### Shake it up!

- » Ask your volunteers to wear red.
- » Encourage attendees to download the Red Cross Mobile Apps on their smart phones. Give prizes or stickers to attendees who show you a Red Cross Mobile App on their smart phone.
- » Make your event quarterly or biannual. Remember, September is National Preparedness Month and March is Red Cross Month.
- » Invite a speaker to make remarks about why they are passionate about CPR, or why they are passionate about the theme of your event.

### Resources

- » Citizen CPR (Hands-Only) Course Information
- » Citizen CPR's Course Leader Guide
- » Citizen CPR (Hands-Only) Event Flyer
- » Citizen CPR Train-a-Thon Planning Timeline

- **Define volunteer roles.** Volunteers can help with both planning for the event and day-of activities.
  - Figure out how many volunteers you need and what their roles will be.
  - Planning committee volunteer roles may include promotions, logistics director (pick up and return equipment and setting up equipment the day of), and social media coordinator.
  - Day-of volunteer roles may include registration coordinator (responsible for the sign-in of participants as well as getting the Citizen CPR activity report to the PHSS Service Delivery Admin within 24 hours of your event), greeter, Citizen CPR Leader (must complete Leader Training), floater, set-up and clean-up.
- **Recruit participants.** Create a sign-up sheet where interested participants can sign up for training sessions. Consider sending out an E-invitation or posting an announcement on your school's website or Facebook page. Consider teaming up with other groups to co-host the training. Walk-ins to your event are welcome, but it is always good to know that people will be coming. If you use an electronic sign-up, you can also send reminders.
- **Promote your event.** Hang posters, promote on your campus/community bulletin board, and personally recruit friends. Use flyers, table tents, social media, post it on the intranet, etc. Engage the campus newspaper to help promote or generate a buzz about the event. Push out a message from your advocate to demonstrate additional support.
- **Schedule a pick-up time** with your PHSS Service Delivery Logistics Coordinator or chapter liaison to pick up materials and equipment, including Citizen CPR Activity Report and compression trainers and/or manikins.
- **Invite someone from your local chapter to attend the event.** A Red Cross leader can say words of welcome to the participants; promote additional trainings, hand out volunteer brochures and educate the participants about Red Cross services.
- **Track your training goal publicly.** Inspire participants to get trained. During the event, post signs or tweet about how many people you've trained so far and how many more you want to train. Use messages like "We've trained 100 people so far, and have only 25 to go" or "Stop by the \_\_\_\_\_ between classes today, and be one of hundreds able to save a life on our campus."

After a successful Citizen CPR Train-a-thon, remember to send a thank you to the event volunteers for their help. Share the news of the success of your event (people trained, photos, etc.) with the chapter. Last but not least, give your Citizen CPR Activity Report to the PHSS Service Delivery Admin within 24 hours of your event.

Now it's time to start planning your next event. Talk with your chapter about other ways to support the Red Cross and find more activity guides on [RedCrossYouth.org](http://RedCrossYouth.org).