



# 2026 CPR & AED Awareness Week

## Key Messages

### The Power to Save a Life is in Your Hands

#### **Overview**

At the heart of CPR Week 2026 (June 1–7) is a simple but powerful truth. When cardiac arrest happens, the first chance for survival often rests with the people nearby. Cardiac arrest can strike anywhere, at home, at work, in schools, or in your place of worship. Yet often people hesitate to act because they believe CPR is only for medical professionals.

According to the American Heart Association, about two out of three people believe only those with special training should perform CPR,<sup>1</sup> a mistaken belief that costs lives. The American Heart Association is working to change that by shifting the idea of CPR as a medical skill to a shared human responsibility.

The Power Is in Your Hands is more than a message. It is an invitation to see yourself as capable, prepared and essential. You do not need medical scrubs or credentials to save a life. What matters is awareness, confidence and the willingness to act. CPR Week is an opportunity to meet people where they are in their CPR journey and empower communities to step in when every second counts.

#### **Key Messages:**

- In a cardiac emergency, anyone can be the difference before professional help arrives. The power to save a life is in your hands.
- CPR is a civic duty. You don't need medical training to learn CPR; you need knowledge, courage and the willingness to act. Heroism is not limited to uniforms, it's everyday people stepping up for others.
- CPR is a human responsibility, not just a medical skill.
- Cardiac emergencies are community emergencies. When bystanders step in, survival chances can double or even triple. Acting quickly can make all the difference.
- Confidence saves lives, and strong communities are built by people who are prepared.

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<sup>1</sup> American Heart Association. (2025). *NoL CPR Tracker market research: September–November 2025*

- Parents, caregivers, neighbors, coworkers and friends are often the true first responders. When more people are ready, more lives are saved.
- Whether you're at home, the gym or a child's soccer game, cardiac arrest can happen anywhere.
- CPR Week is an opportunity to build confidence for people who have learned CPR before and to welcome those who are just beginning. Every step toward preparedness strengthens our ability to help one another.
- The American Heart Association envisions communities where people don't wait for help — they become it.
- Ordinary people already have extraordinary power to make every future moment possible for someone in crisis. The power is in your hands.
- We want to recognize the heroes that have stepped in to help save a life during an emergency. Nominate someone who has provided CPR for a [Heartsaver Hero Award](#).

### **American Heart Month Calls-to-Action**

The following calls-to-action will be used on American Heart Month materials:

- Learn CPR at [heart.org/nation](https://heart.org/nation).
- Find a CPR class at [heart.org/nation](https://heart.org/nation).
- Nominate someone who has provided CPR for a [Heartsaver Hero Award](#).
- Refresh your CPR skills, even if you have learned them before.
- Share CPR resources with your family, workplace and community.
- Join the Nation of Lifesavers and help make lifesaving action a social norm.

### **Key CPR Statistics**

- Cardiac arrest is a leading cause of death in the world.<sup>2</sup> Each year, more than 350,000 cardiac arrests occur outside of the hospital in the United States — and 90% do not survive.<sup>3</sup>
- About 3 out of 4 cardiac arrests that happen outside of a hospital happen at home.<sup>4</sup>
- For adults and teens, Hands-Only CPR can double or even triple the chance of survival.<sup>5</sup>
- Infants and children need CPR including breaths with appropriate chest compressions.
- Less than half of people who experience cardiac arrest receive CPR from people nearby while waiting for emergency responders to arrive.<sup>6</sup>

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<sup>2</sup> [https://mycares.net/sitepages/uploads/2024/2023\\_flipbook/index.html?page=32](https://mycares.net/sitepages/uploads/2024/2023_flipbook/index.html?page=32)

<sup>3</sup> <https://www.ahajournals.org/doi/10.1161/CIR.0000000000001123> (2023 American Heart Association Stats Update)

<sup>4</sup> [https://mycares.net/sitepages/uploads/2024/2023\\_flipbook/index.html?page=32](https://mycares.net/sitepages/uploads/2024/2023_flipbook/index.html?page=32)

<sup>5</sup> Association of Bystander and First-Responder Efforts and Outcomes According to Sex: Results From the North Carolina

<sup>6</sup> [https://mycares.net/sitepages/uploads/2024/2023\\_flipbook/index.html?page=6](https://mycares.net/sitepages/uploads/2024/2023_flipbook/index.html?page=6)

- Less than 12% of individuals who experience cardiac arrest in public had a bystander-applied AED.<sup>7</sup>
- Women are less likely to receive CPR in public and continue to experience lower AED use. Overcoming fear and myths, and taking fast action — calling 911, starting Hands Only CPR, and using an AED — can save lives.<sup>8</sup>

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<sup>7</sup> [https://mycares.net/sitepages/uploads/2024/2023\\_flipbook/index.html?page=6](https://mycares.net/sitepages/uploads/2024/2023_flipbook/index.html?page=6)

<sup>8</sup> [Public Perceptions on Why Women Receive Less Bystander Cardiopulmonary Resuscitation Than Men in Out-of-Hospital Cardiac Arrest | Circulation \(ahajournals.org\)](#)