



# Help spread the word about bystander CPR on World Restart a Heart day.

It's a social movement to save lives from cardiac arrest.

Join us on social media on October 16, 2021 for the fourth annual World Restart a Heart day! Whatever your platform – from Facebook and LinkedIn, to Twitter and Instagram – help us to promote CPR and AED use, and to encourage people worldwide to be ready to save lives.

The need is great – an estimated 35,000 cardiac arrests occur in Canada each year. Most happen in public places or at home, yet few people survive. But survival rates double if a bystander performs CPR and uses an AED or defibrillator.

### Our social media kit makes it easy to participate.

This kit provides tips and tools for your digital communications. We hope you share it with your friends and family to reach as many people as possible on or around October 16! Remember to use the hashtag #WorldRestartAHeart in your posts along with any other tags relevant to you or your organization.

The International Liaison Committee on Resuscitation (ILCOR), which launched the WRAH initiative in 2018, will use the #WorldRestartAHeart hashtag to link and track Facebook, Instagram, Twitter and LinkedIn posts.



#WorldRestartAHeart



# Sample posts that you can use or customize to fit your own voice or organization's goals



## Facebook

- In Canada, a cardiac arrest happens every 15 minutes. #WorldRestartAHeart day is a worldwide movement to save lives. Learn the four easy steps of #CPR – and be ready to act!

**\*\*(Upload Hands-Only CPR infographic)\*\*\*\***

- Cardiac arrest can happen anywhere, to anyone. Your fast action gives that person their best chance for survival. Join a worldwide movement and make a difference – learn #CPR and how to use an #AED <https://youtu.be/fNrYleMreUU>



## Instagram

- In Canada, a cardiac arrest happens every 15 minutes. If you see it happen, you are that person's best chance for survival. For #WorldRestartAHeart day, learn the simple steps of hands-only #CPR and be ready to act. Tag a friend or two, and encourage them to tag others. Together, we can help save lives. #WorldRestartAHeart <https://youtu.be/fNrYleMreUU>

- Cardiac arrest can happen anywhere, to anyone. Your fast action gives that person their best chance for survival. Learn the four easy steps of #CPR – and be ready to act!

**\*\*(Upload Hands-Only CPR infographic)\*\*\*\***



## Twitter

- If you see someone suddenly collapse, your fast action can save their life. Watch @HeartandStroke's video and learn #CPR in 90 seconds. Share the video with family and friends, and ask them to share it too. #WorldRestartAHeart <https://youtu.be/fNrYleMreUU>
- A defibrillator or #AED is a small device that anyone can use to save a life. It will only deliver a shock if the person needs it, so it's absolutely safe. Watch @HeartandStroke's video and share with family and friends. #WorldRestartAHeart <https://www.youtube.com/watch?v=DkVRqpQbQCY>



## LinkedIn

- According to @HeartandStroke, most cardiac arrests occur outside of the hospital. Workplace #CPR and #AED training can help you save the life of a colleague, friend or loved one. If you have 90 seconds today, watch our video and learn CPR. #WorldRestartAHeart <https://youtu.be/fNrYleMreUU>
- If you see someone suddenly collapse, your fast action can save their life. Learn the easy steps of #CPR. Then share with your friends and family, and ask them to share too. #WorldRestartAHeart

**\*\*(Upload Hands-Only CPR infographic)\*\*\*\***

#WorldRestartAHeart



# Toolkit and Resources

Include any of the following graphics, videos and resources to bring your posts to life.

All of these graphics are available for you to download here:

[View and download materials for social media:](#)

## Links

[The Basics: What is a cardiac arrest](#)

[Learn about CPR](#)

[ILCOR World Restart A Heart](#)

## Survivor Story

[Two brothers saved by CPR, 11 years apart](#)

## Poster - 8.5" x 11"

[Download a printable Hands-Only CPR poster](#)



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#WorldRestartAHeart

## World Restart a Heart Day graphics



## Hands-Only CPR graphics

(Facebook, Twitter, Instagram or LinkedIn)



## Videos



[Click image to view video](#)



[Click image to view video](#)





Thank you for supporting World Restart a Heart Day!

Together, we'll improve bystander CPR rates – and improve the chances to survive a cardiac arrest.

For more information:

[heartandstroke.ca/cpr](https://heartandstroke.ca/cpr)

[ilcor.org/wrah](https://ilcor.org/wrah)