

## CASE STUDY

# Ready and Able to Rescue

Arizona SHARE efforts to increase bystander CPR

### THE CHALLENGE:

Bystander CPR has been shown to double or even triple survival from out-of-hospital cardiac arrest, but in most communities, fewer than half of individuals with cardiac arrest receive any bystander CPR. In 2004, the average survival of patients in Arizona with out-of-hospital cardiac arrest was only 3%.

### THE RESPONSE:

Arizona's SHARE (Save Hearts in Arizona Registry & Education) was created by the Arizona Department of Health Services, with The University of Arizona, EMS agencies, and hospitals in the state to measure the incidence of OHCA and the effect of public, EMS, and hospital resuscitation interventions. Since 2004, SHARE has focused on raising bystander CPR rates. Among the program's achievements:

- Trained telecommunicators (911 call-takers and dispatchers) to coach bystanders to provide CPR
- Trained thousands of people across the state through training classes and videos including a YouTube video on compression-only CPR that has been viewed **more than 6 million times**.
- Created a public service announcement that aired on Phoenix cable access and in movie theaters.
- Worked with Be a Lifesaver, Tucson to promote CPR during a University of Arizona basketball game.
- Served up a **large number of resources and tools** targeted for SCA survivors, via their website, to improve awareness of SCA and promote bystander CPR training.

Learn more about [ARIZONA'S SHARE](#) and access its resources.



**More than 100,000** people have been trained.

**28%** → **40%**

Bystander CPR increased from **28% to 40%** over a **5 year period**.



**33%** improvement in survival

Telecommunicator CPR has increased, leading to a **33% improvement in survival** and improved health outcomes in patients with out-of-hospital cardiac arrest

more than **1,000**

Overall survival from bystander CPR has increased, with **more than 1,000 survivors** since 2004.