



Email Outreach Templates

There are many opportunities throughout the year to join the national dialogue on sudden cardiac arrest prevention by raising awareness in your school community through emails, newsletters, flyers, PTA and parent portals. Amend the sample email below to fit the observance and then attach our fact sheets or posters to your correspondence. We also have graphics you can use.

February
Heart Month

March
National Athletic Trainer's Month

April
National Youth Sports Safety Month

May
**National Physical Fitness and Sport
Week & Month**

June
**CPR/AED Awareness Week
(first week of June)**

August/September
**Back To School
(annual checkups and pre-participation
sports physicals)**

October
**Sudden Cardiac Arrest Awareness
Month**

SAMPLE EMAIL – attach posters to your email

Sudden Cardiac Arrest (SCA) in youth is not a rare occurrence. It is the #1 killer of young athletes in the U.S., with one death every three to four days. Cardiovascular disease is also the #2 medical cause of death under 25, and the leading cause of death on school campuses.

One of the biggest misconceptions about SCA is that “it just happens” and there’s nothing you can do to stop it. The truth is that SCA IS preventable—but that doesn’t happen by chance.

February is **Heart Month**—a perfect time to underscore the critical importance for our community to recognizes the need for sudden cardiac arrest prevention strategies that protect young hearts.

- Recognize the warning signs of a potential heart condition
- Get a preventative heart screening for your child
- Learn hands-only CPR
- Advocate for AEDs everywhere that youth congregate (the only device that will restart a heart)
- Know the Cardiac Chain of Survival
 - Early recognition of SCA
 - Call 9-1-1
 - Begin CPR immediately
 - Retrieve and begin use of an AED immediately
 - Early Advanced Care from first responders
- Implement a Cardiac Emergency Response Plan in your school so you’re ready to act within the critical 3 to 5-minute window for a child to be saved

Please review the attached information and then *Take the Prevention Promise* at <http://www.ParentHeartWatch.org>.