

HANDS-ONLY CPR COULD SAVE HUNDREDS OF THOUSANDS



Most bystanders hesitate to help, simpler CPR could change that

Suggested Date of Use: * February is American Heart Month *

*The Ohio State University Wexner Medical Center
February 2015*

Produced by: MediaSource www.mediasourcetv.com	To download broadcast-quality video and other multimedia elements: http://bit.ly/1z8LuZr
Package Length: 1:39	Content provided by: The Ohio State University Wexner Medical Center

SUGGESTED TEASE	STILL TO COME, HOW DOING ONE LESS STEP DURING CPR COULD ACTUALLY SAVE THE LIVES OF HUNDREDS OF THOUSANDS OF PEOPLE A YEAR. DETAILS NEXT IN HEALTH NEWS.
ANCHOR LEAD	IF SOMEONE'S HEART STOPPED AND THEY COLLAPSED IN FRONT OF YOU, WOULD YOU DO CPR ON THEM? SADLY, SIXTY PERCENT OF BYSTANDERS WHO WITNESS CARDIAC ARREST DON'T DO CPR - AND IT COSTS NEARLY 400-THOUSAND PEOPLE A YEAR THEIR LIVES. ¹ BUT DOCTORS ARE OUT TO CHANGE THAT. AS CLARK POWELL SHOWS US, THEY'VE SIMPLIFIED THE STEPS TO CPR - IN THE HOPES OF TURNING MORE BYSTANDERS INTO LIFE-SAVERS.
	(Nats - Josh with his daughter and her canine assistant) :02
CG: Courtesy: The Ohio State University Wexner Medical Center Moving daughter's wheelchair Shots of dog with family Close ups of Josh and dog	FROM OPERATING SOPHISTICATED MEDICAL EQUIPMENT TO TRAINING A SPECIALIZED DOG, CARING FOR A DAUGHTER WITH CEREBRAL PALSY REQUIRES JOSH YAKUNICH (<i>pronounced: YOCK-uh-nich</i>) TO BE COMFORTABLE WITH SOME PRETTY COMPLICATED MEDICAL SITUATIONS. YET FOR ALL HE'S LEARNED, JOSH SAYS HE'D FORGOTTEN ONE OF THE MOST BASIC WAYS TO HELP IN AN EMERGENCY. :17
CG: Josh Yakunich Took CPR class	"I hadn't had any sort of CPR training since I was in eighth grade, in health class, it had been a really long time." :06 / :23
Pan of CPR class (iStock) / blur (CG): -70% feel helpless to act -Don't know CPR -Afraid of hurting the victim	AND JOSH IS NOT ALONE. WHILE MOST ARE FAMILIAR WITH CPR, STUDIES SHOW 70-PERCENT FEEL HELPLESS TO ACT IN AN EMERGENCY EITHER BECAUSE THEY DON'T KNOW CPR WELL ENOUGH OR THEY'RE AFRAID OF HURTING THE VICTIM. ¹ :12 / :35
CG: Dr. Ruchika Husa Ohio State's Wexner Medical Center	"Only 40-percent of these get bystander CPR. So, people who are standing there, who witnessed the patient go down, they are not feeling comfortable to give CPR to these people." :10 / :45

Dr. Husa walks in, looks at images Looking at images Old film showing breathing technique	SO DOCTOR RACHIKA HUSA (<i>pronounced: ROO-chick-uh HEW-suh</i>) IS OUT TO HELP CHANGE THAT. A HEART SPECIALIST AT THE OHIO STATE UNIVERSITY'S WEXNER MEDICAL CENTER, HUSA SAYS MANY PEOPLE REMEMBER OLDER TECHNIQUES. CPR USED TO REQUIRE BREATHING INTO A PATIENT'S MOUTH - WHICH MADE SOME PEOPLE UNEASY. :14 / :59
Teaching class	("Everyone kind of find the center of your chest there." :02 / 1:01
CPR class Students doing chest compressions	BUT ON ADULTS, THAT'S NO LONGER NECESSARY. THE GUIDELINES HAVE CHANGED - TO A SIMPLER, SAFER HANDS-ONLY APPROACH. :07 / 1:08
Dr. Husa (CG'd earlier) 1.04.39 - 1.04.49	"Hands-only CPR essentially means that you forget about breathing into - mouth-to-mouth resuscitation, and you focus on doing chest compressions on the patient." :10 / 1:18
Students in CPR class Older film of CPR / dissolve to wide shot of class	EVEN ON PATIENTS WHO ARE PREGNANT AND THOSE WITH HEART DEVICES. SIMPLY PUT, IT WORKS. AND THE TRICK TO GETTING MORE PEOPLE TO LEARN IT AND DO IT IS TO CHANGE THE PERCEPTION OF CPR FROM THIS - TO THIS. :12 / 1:30
Dr. Husa (CG'd earlier)	"The chance of their survival is essentially zero percent without CPR." :03 / 1:33
Cover with CPR class video	"So, people who are around them can really save their lives." :03 / 1:36
Wide shot of CPR class	AT OHIO STATE'S WEXNER MEDICAL CENTER, THIS IS CLARK POWELL REPORTING. :03 / 1:39
ANCHOR TAG	IT'S IMPORTANT TO REMEMBER THAT HANDS-ONLY CPR IS MEANT FOR TEENAGERS AND ADULTS ONLY. CHILDREN STILL NEED HELP BREATHING. AFTER BEING SHOWN THE SIMPLER HANDS-ONLY APPROACH, NEARLY 3 OUT OF 4 PEOPLE SAY THEY WOULD BE MORE LIKELY TO HELP DURING AN EMERGENCY. ¹ IF YOU'D LIKE TO LEARN MORE LOG ON TO WEXNERMEDICAL.OSU.EDU/CPR .
 Share it! Suggested tweet:	Would you do CPR on someone? Doctors @OSUWexMed say updated techniques might change your answer: bit.ly/1CRQCCo
 Suggested post:	More than a thousand times a day someone suffers sudden cardiac arrest outside of a hospital in this country. If it happened in front of you, would you perform CPR? Sadly, the majority of Americans don't and it leads to hundreds of thousands of deaths each year. In an effort to turn those numbers around doctors at The Ohio State University Wexner Medical Center are teaching a simplified version of CPR. See how it works here: bit.ly/1CRQCCo
References -	¹ 2014 Hands-Only™ CPR Fact Sheet The American Heart

	Association , January 2015. Online: http://www.heart.org/idc/groups/heart-public/@wcm/@ecc/documents/downloadable/ucm_441302.pdf
	Extra Bites
CG: Dr. Ruchika Husa Ohio State's Wexner Medical Center	<p><i>Dr. Husa explains why hands-only™ CPR works -</i> "In the first few minutes of the arrest they have enough oxygen in their lungs to continue oxygenating their body. So, in the first few minutes of the arrest, hands only CPR works." because you have enough oxygen already."</p> <p><i>Dr. Husa says the technique works on patients with devices -</i> "What if the patient has a pacemaker or a defibrillator, can I do CPR on them? And the answer is absolutely."</p> <p><i>Dr. Husa says the hands-only™ approach works on pregnant women, too -</i> "Another question that's been asked is what about pregnant women? And the answer is again, yes. One of the reasons why I went into resuscitation research was one of the first patients that I resuscitated was a pregnant woman who was 28 weeks pregnant. She lived to deliver a normal, healthy baby."</p>
CG: Josh Yakunich Took CPR class	<p><i>Josh explains why he signed up for a CPR class -</i> "It was just one of those things I hadn't had any formal training in a really long time and I'm not getting any younger, and it had been what 20 years?"</p> <p><i>Josh explains why he thought he needed a CPR refresher -</i> "It especially, you know, it hits home too, because my daughter might have some of those things that maybe would be a little bit more likely to happen than say just your regular old person, your regular average person who doesn't have some of the physical issues that she has."</p> <p><i>Josh says he is more confident after taking a CPR class -</i> "I'd feel a lot more comfortable doing something like that without panicking or, you know, feeling like I wasn't doing it right. I think you can take a little bit more initiative and do it well."</p>
Producers & Reporters:	To download scripts, video and photos go to: http://osuwmc.multimedianeewsroom.tv

For viewer information on this story contact:

The Ohio State University Wexner Medical Center: 1-800-293-5123

Log onto <http://wexnermedical.osu.edu> - click on "Media Room"

Produced by:



1800 West 5th Ave.

Columbus, Ohio 43212

Phone: (614) 932-9950 Fax: (614) 932-9920

www.mediasourcetv.com

**Video content provided by: The Ohio State University Wexner Medical Center
Media Relations Department: (614) 293-3737**