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## **FOR IMMEDIATE RELEASE**

### **AMERICAN RED CROSS IN GREATER NEW YORK BEGINS TEACHING NEW SKILLS FOR CPR AND FIRST AID**

#### **BREAKTHROUGHS IN CARE RESEARCH REVAMP THE TEACHING OF LIFESAVING COURSES**

New York – June 15, 2006 – New procedures to help save a life have been incorporated into the latest cardiopulmonary resuscitation (CPR) courses introduced by the American Red Cross in Greater New York (ARC/GNY). The organization also has added new guidelines to first aid courses that clearly indicate how responders with varying levels of emergency care training should proceed when treating victims for fractures, breathing difficulties and burns.

The courses are offered frequently on weekdays, evenings and weekends at Red Cross locations throughout the five boroughs of New York City and in the counties of Rockland, Putnam, Orange and Sullivan. Details can be found in the chapter's course catalog or at [www.nyredcross.com](http://www.nyredcross.com).

An extensive worldwide review and thorough evaluation of scientific research about injury and care have led to the development of improved CPR and first aid techniques. The new guidelines are explained and practiced during courses offered to individuals and businesses.

“These new guidelines should allow everyone trained in CPR and first aid to help more people and to save more lives,” said Tom Waring, senior director of health and safety services, American Red Cross in Greater New York. “Many people have had some kind of first aid training either back in high school, on their own, or through employers. However, more formal training that provides CPR certification and the latest emergency care information is the best method to understand how to respond during breathing, cardiac and other emergencies.”

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The new training programs and companion print and electronic materials for all Red Cross first aid, CPR, AED and emergency cardiovascular care (ECC) courses provide simple and flexible instruction with enhanced stimulating teaching techniques. One new element, known as the “practice-while-you-watch” method of instruction, allows participants in First Aid/CPR/AED to learn CPR skills while practicing along with a video. This new feature allows instructors to dedicate more time to each participant while providing a more uniform and fully engaging learning experience.

### **New CPR Curriculum**

The new curriculum instructs CPR students to perform cycles of 30 chest compressions followed by two breaths for adults and children/infants, compared with the previous 15:2 ratio for adults and 5:1 ratio for children/infants. Classes also teach the best procedure to aid a conscious choking victim -- employing a series of five back blows and five abdominal thrusts on patients who are determined to have difficulty breathing on their own.

Courses offered by the Greater New York Chapter include adult/child CPR with or without automated external defibrillator (AED) instruction and first aid instruction with CPR and AED components. Spanish-language classes also are available.

In 2005, about a quarter of a million Americans -- nearly one person every two minutes -- died of sudden cardiac arrest. Certification in CPR skills could help save the life of a family member, friend, co-worker, or stranger by preparing people to correctly and confidently respond to breathing and cardiac emergencies.

### **New First Aid Guidelines**

The new first aid guidelines, co-developed by the American Red Cross and the American Heart Association, provide clear instructions that should be followed by professional rescuers, certified lay responders and those who are not certified.

A significant change in training is the way that people are instructed to control bleeding. The most recent recommendation was a combination of direct pressure, elevation and pressure points to stop bleeding. The new guidelines recommend applying direct pressure firmly over the bleeding area until bleeding stops, or EMS rescuers arrive.

The American Red Cross encourages everyone to be trained and certified in first aid and CPR/AED. Training with a certified instructor helps ensure that the proper knowledge and skills have been learned to respond properly during an emergency.

Now in its 100<sup>th</sup> year, the American Red Cross in Greater New York (ARC/GNY) helps nine million people in New York City and Orange, Putnam, Rockland and Sullivan Counties stay prepared for emergencies by offering hundreds of health and safety courses on such subjects as first aid, disaster preparedness, swim safety and adult/child CPR. The Red Cross throughout the region also helps nine million people prevent, prepare for and respond to emergencies. ARC/GNY provides immediate aid to more than 100,000 people affected by more than 3,000 emergencies a year – from fires and water main breaks, to building collapses and blackouts. For more information, call 1-877 RED CROSS (1-877-733-2767), or visit [www.nyredcross.org](http://www.nyredcross.org).