



American Heart Association to unveil Hands-Only CPR training kiosk at Xavier University

*Interactive machine to help teach a life-saving skill, supported by Anthem Foundation,
an affiliated foundation of Healthy Blue*

New Orleans, March 8, 2018 — In between classes or during study breaks, Xavier University of Louisiana students can now learn Hands-Only CPR in about five minutes via an interactive kiosk presented by the American Heart Association, the world's leading voluntary health organization devoted to fighting cardiovascular disease. The training kiosk supported by Anthem Foundation, the philanthropic arm of Anthem Inc. and affiliated foundation of Healthy Blue, will be unveiled at **11 a.m. March 13, 2018 at the University Center building on Xavier's campus located at 1 Drexel Dr.**

Every year, more than 350,000 cardiac arrests occur outside of the hospital in the U.S. Cardiopulmonary resuscitation (CPR), especially if performed immediately, can double or triple a victim's chance of survival.

The kiosk has a touch screen with a video that provides a brief introduction and overview of Hands-Only CPR, followed by a practice session and a 30-second test. With the help of a practice manikin, or a rubber torso, the kiosk gives feedback about the depth and rate of compressions and proper hand placement – factors that influence the effectiveness of CPR. The entire training takes about five minutes. The instruction is also available in Spanish, and closed captioning in both English and Spanish.

Only 46 percent of people who suffer an out-of-hospital cardiac arrest receive bystander CPR before professional help arrives. The machine is one way to help increase bystander CPR efforts in order to help meet the Association's goal to double bystander CPR response by 2020.

"Cardiac arrest remains a leading cause of death in the United States, and survival depends on immediately receiving CPR from someone nearby," said Brittany Gay, American Heart Association Vice President- New Orleans. "Although in-person training is still the best way to learn the skills necessary for high-quality CPR, the kiosk will provide additional training that could make a difference and save the life of someone you love."

Many Americans don't perform CPR for a variety of reasons such as lack of training, low confidence, or fear of hurting a cardiac arrest victim. However, Hands-Only CPR has two easy steps performed in this order: when you see a teen or adult suddenly collapse, call 911. Then, push hard and fast in the center of the chest until help arrives. Hands-Only CPR has been shown to be as effective as conventional CPR for cardiac arrest when it occurs in public.

“Approximately 90 percent of cardiac arrest victims outside of the hospital die, often because bystanders don’t know how to start CPR or are afraid they’ll do something wrong,” said Aaron Lambert, president, Healthy Blue. “The kiosk’s instruction will help instill confidence in students and the public about performing Hands-Only CPR and ultimately, empower them to perform this life-saving technique if they witness a cardiac emergency. We need students and the campus community to understand that it is much better to act than to do nothing at all.”

The kiosk sits on the first floor by the Art Gallery at the University Center on the campus where approximately 3,000 students are enrolled. The kiosk at the university marks the first Hands-Only CPR training kiosk to be placed in Louisiana.

“We applaud the American Heart Association, Healthy Blue and Anthem Foundation for working proactively to improve the survival rates for victims of cardiac arrest,” said Xavier University of Louisiana President Reynold Verret. “It is my hope that every Xavier University student and staff member learns this skill by utilizing this great Hands-Only CPR kiosk training tool, increasing their knowledge and potential to save a life in an emergency.”

To learn more about the Hands-Only CPR campaign and learn how to save a life, visit www.heart.org/handsonlycpr or facebook.com/AHACPR.

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About the American Heart Association

The American Heart Association is devoted to saving people from heart disease and stroke – the two leading causes of death in the world. We team with millions of volunteers to fund innovative research, fight for stronger public health policies and provide lifesaving tools and information to prevent and treat these diseases. The Dallas-based association is the nation’s oldest and largest voluntary organization dedicated to fighting heart disease and stroke. To learn more or to get involved, call 1-800-AHA-USA1, visit heart.org or call any of our offices around the country. Follow us on [Facebook](https://facebook.com/AHA) and [Twitter](https://twitter.com/AHA).

About Healthy Blue

Healthy Blue, formerly known as Amerigroup Louisiana, is a managed healthcare provider that has been serving the state since 2012, and currently serves the state’s Medicaid, Medicaid Expansion and LaCHIP programs. Healthy Blue recognizes the challenges low-income and underserved individuals face, and tailors its programs such that health plan members are assured care that is not only accessible, but also accountable, comprehensive, integrated and patient-centered. Healthy Blue provides ongoing community relations and outreach to encourage members to become active participants in their healthcare. Also, through health education programs, members are empowered to choose and sustain healthy lifestyles. To learn more about Healthy Blue, visit www.myhealthyblue.com.

About Anthem Foundation

The Anthem Foundation is the philanthropic arm of Anthem, Inc. and through charitable contributions and programs, the Foundation promotes the inherent commitment of Anthem, Inc. to enhance the health and well-being of individuals and families in communities that Anthem, Inc. and its affiliated health plans serve. The Foundation focuses its funding on strategic initiatives that address and provide innovative solutions to health care challenges, as well as promoting the Healthy Generations Program, a multi-generational initiative that targets specific disease states and medical conditions. These disease states and medical conditions include: prenatal care in the first trimester, low birth weight babies, cardiac morbidity rates, long term activities that decrease obesity and increase physical activity, diabetes prevalence in adult populations, adult pneumococcal and influenza vaccinations and smoking cessation. The Foundation also coordinates the company’s year-round Associate Giving program which provides a 50 percent match of associates’ pledges, as well as its Volunteer Time Off and Dollars for Doers community service programs. To learn more about the Anthem Foundation, please visit <http://www.anthem.foundation> and its blog at <http://anthemfoundation.tumblr.com>.

About Xavier University of Louisiana

XULA students *Leave Ready* to serve, care, and lead their communities. For more information about Xavier University of Louisiana visit us online at www.xula.edu or follow us on Facebook, YouTube, or Twitter @XULA1925. Take a moment to learn more about how Xavier is preparing students for the future at <https://www.youtube.com/watch?v=sD4mb-jZC8>.

Once again, Xavier University of Louisiana received national accolades as one of the best universities in the country. Most notably, XULA is ranked as the best value among southern regional colleges and universities in the 2018 edition of “Best Colleges” by the U.S. News Media Group. Xavier also ranked No.1 in its grouping, heading the list of only 15 schools that qualified for the Southern Region category listed under “Great Schools, Great Prices.”

To book interviews about our recent accomplishments and or to speak with our experts in the field of pharmacy, premed, public health, science, technology, math, business, English, communications and the arts, contact Patrice Bell Mercadel, Chief Marketing and Communications Officer at 504-520-5452 or via email at pbellmer@xula.edu.

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heart.org and strokeassociation.org