

THE FUTURE OF CPR

✦+ Reimagining Readiness Through Play ✦

Prepared by: The CPR Microlearning Team



Challenge Statement

People who want to feel ready to help in a cardiac emergency need a way to learn and refresh CPR skills that's approachable, quick, and confidence-building — not intimidating or time-consuming.

› Emotional readiness matters as much as skill.



Key Research Recap ✨

What we learned...

1

Skills fade quickly –> Micro refreshers needed

CPR performance drops sharply within months of training unless people get regular refreshers

[source](#)

2

Technique matters and feedback improves outcomes

Compression depth, rate, hand placement directly affect outcomes. Real-time feedback is more reliable than memory.

[source](#)

3

Technology helps but practice is still key

VR/AR and smartwatches improve engagement but people need accessible, hands-on, guided refreshers

[source](#)

Voices from the field

“I’m afraid I’ll do more harm than good” - **Lucy Li**

“I’d love my kids to know CPR, but I don’t even know it well enough to show them.”
– **Multiple parents**

“I would attend a short workshop if only it fits in my schedule - **Kevin, Lyft driver**

“Short online modules plus a quick in-person practice would be perfect.” – **Dr. Emily**

The emotional gaps – fear, time, confidence – are just as important as the skill gaps

Bridging The Gap

CURRENT CPR

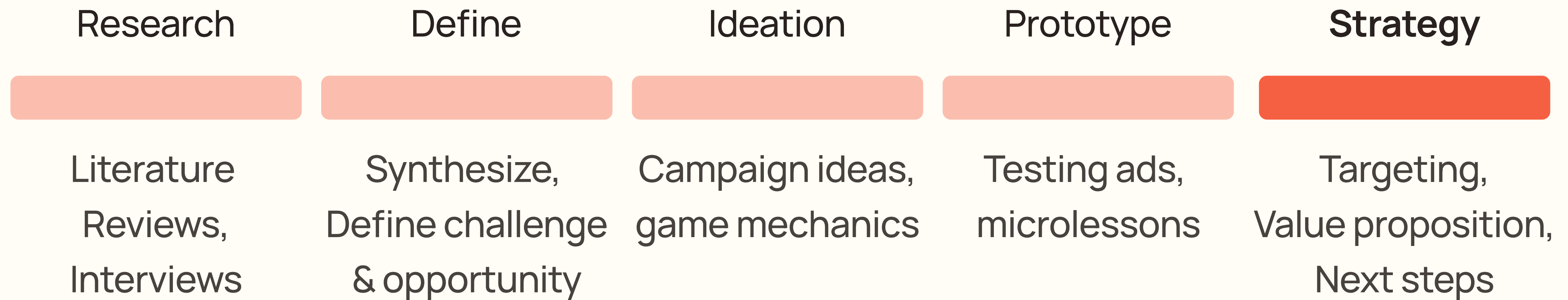
- Requires dedicated time and formal training
- Skills fade quickly without frequent refreshers
- CPR feels intimidating and easy to “get wrong”
- Low confidence leads to hesitation in real emergencies



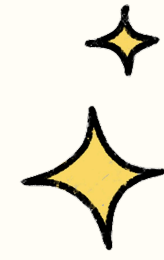
FUTURE CPR

- Meet users where they already are (online or in real life)
- Build intuition through tapping and repetition
- Make CPR feel like a reflex
- Reduce fear through interaction, not instruction

Our Team Process



Team Reflection



**KEEP
GOING**

Lessons we learned...

1

Start small, learn fast:

We realized the core value of our solution wasn't to just raise awareness through advertising (playable ads), it was teaching through doing (emphasis on microlearning)

2

Fear is the real barrier:

The problem isn't knowledge gaps alone. It's panic. Our solution shifted toward building intuition and confidence.

3

Equity must be designed in:

Our research also showed CPR disparities in marginalized communities, so this framed personalization as a responsibility, not just an add-on feature

OUR SOLUTION

CPR Microlearning System

Microlessons that can appear everywhere:

- ✦ Playable ads
- ✦ Rideshare panels
- ✦ Bus stops
- ✦ AHA Heart Walk



Scenario



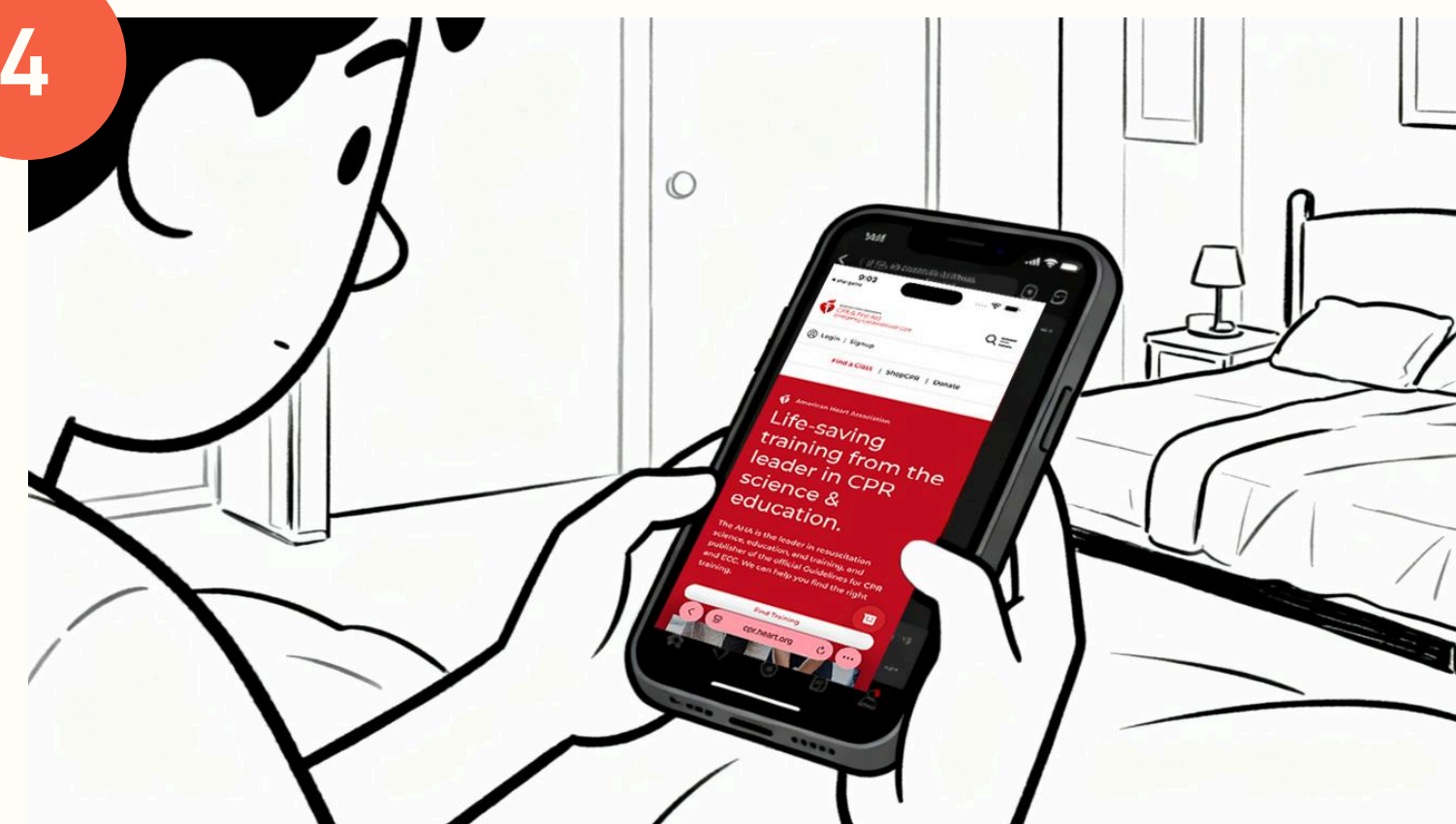
Alex is scrolling his socials as he does when bored



Suddenly a Keep the Beat ad pops up and it catches his attention



He plays and gets to the end when a pop up appears
“Congratulations! You learned to keep the beat in hands only CPR!”

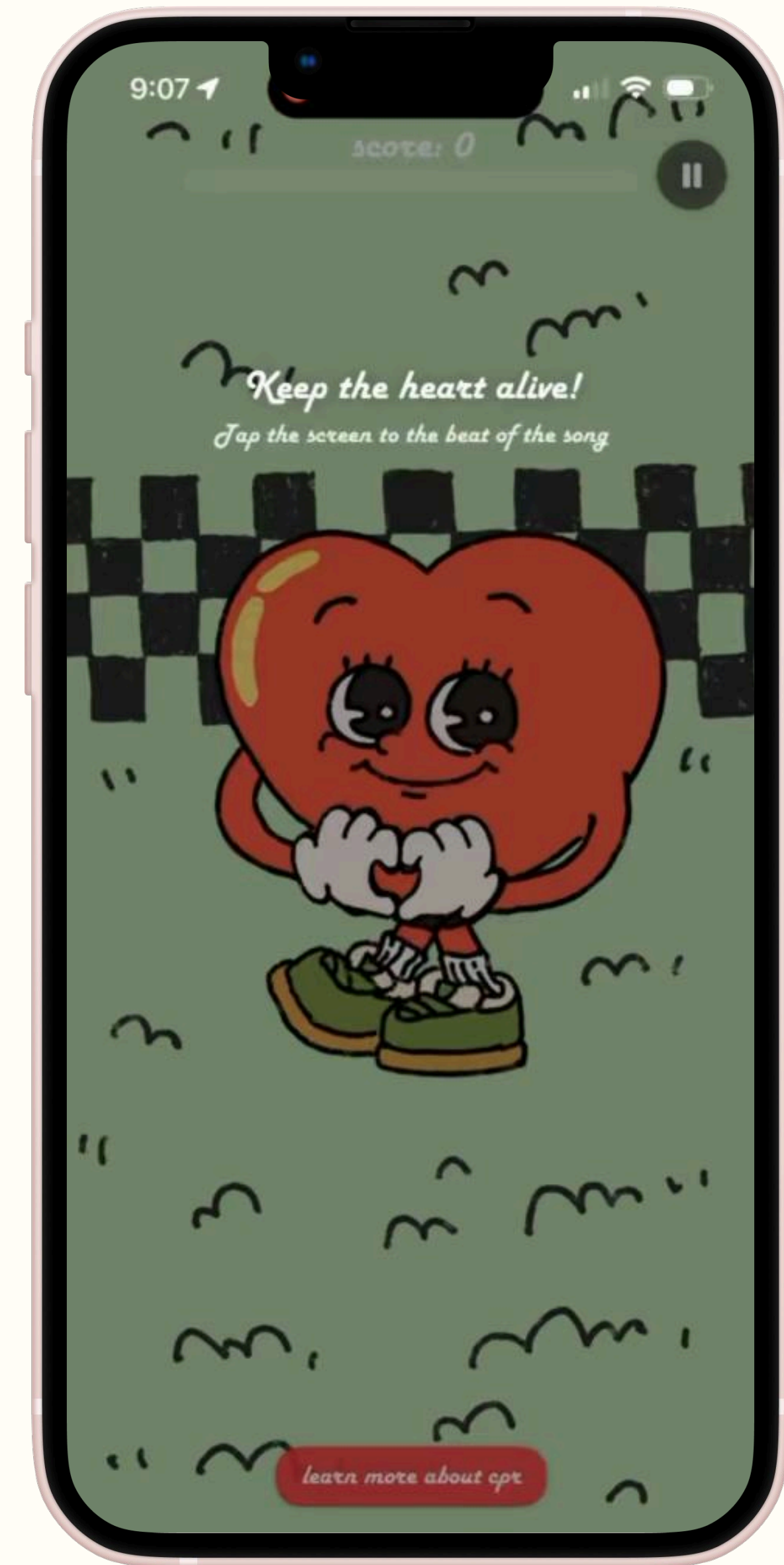


The pop up screen flashes a link to the AHA website to learn more about CPR and CPR classes

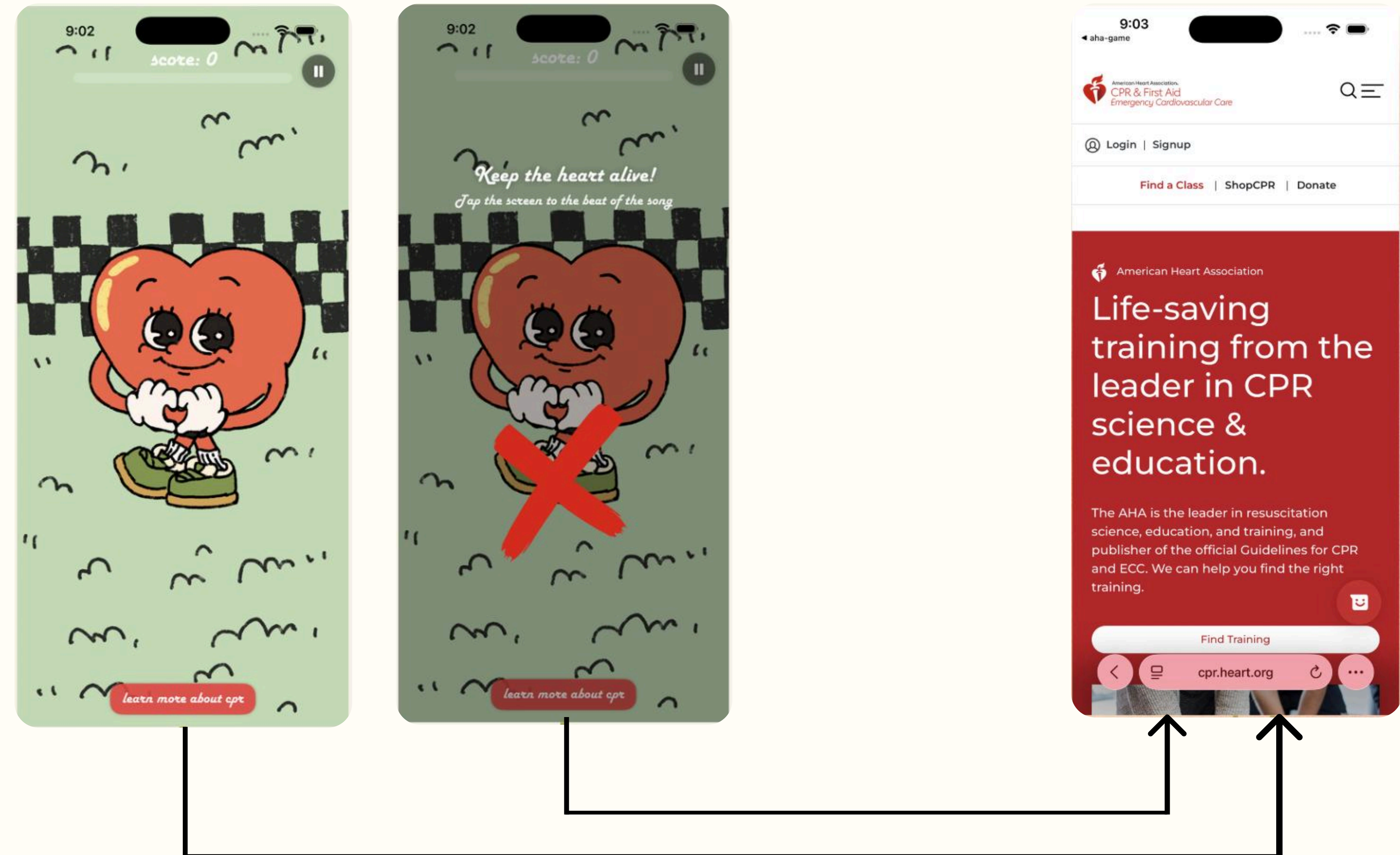
He clicks to learn more

Concept 1

AHA! Keep the Beat (Playable Rhythm Ad)



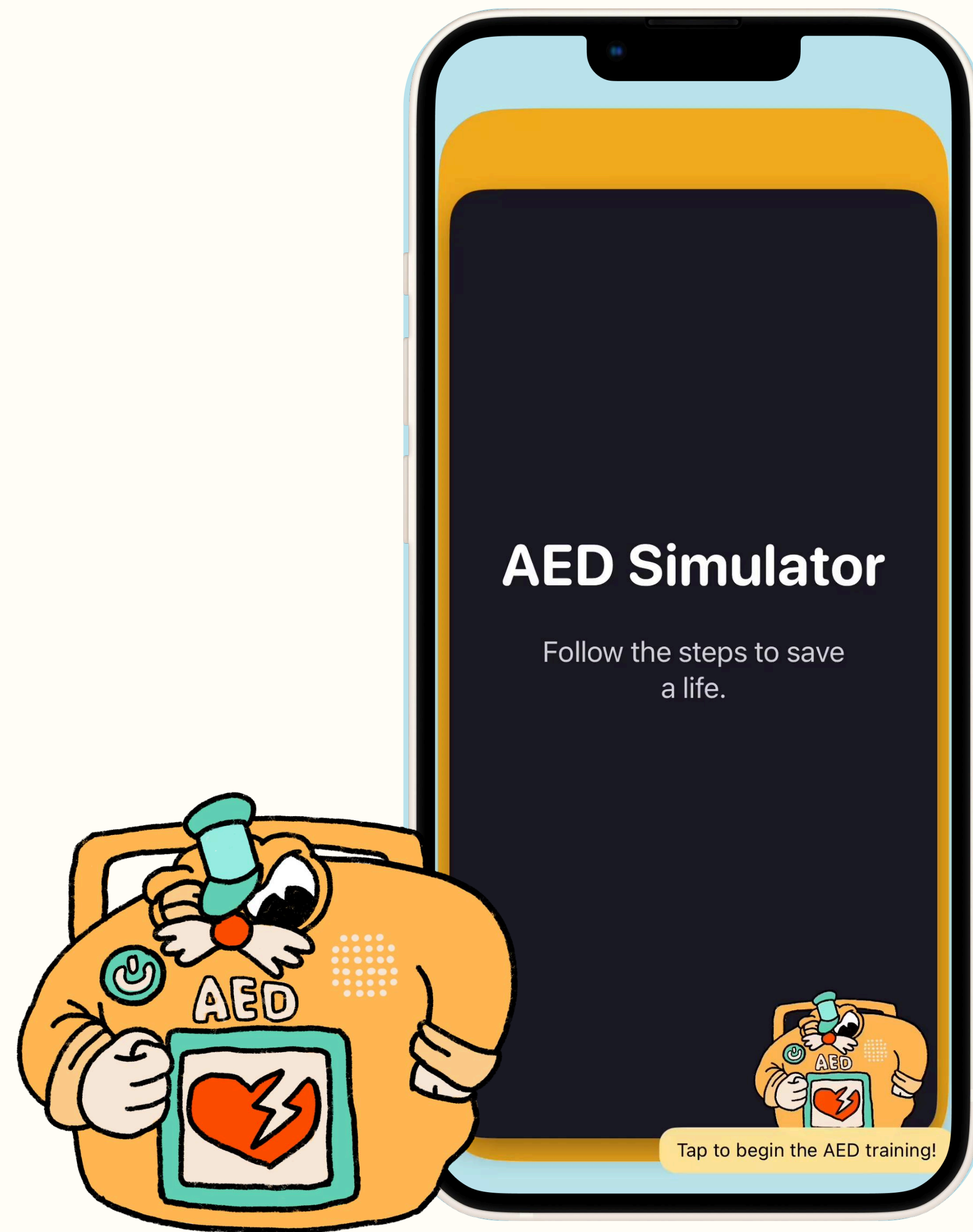
Features



Automatic Redirection to AHA Website

Concept 2

AED Simulator (Playable Ad)



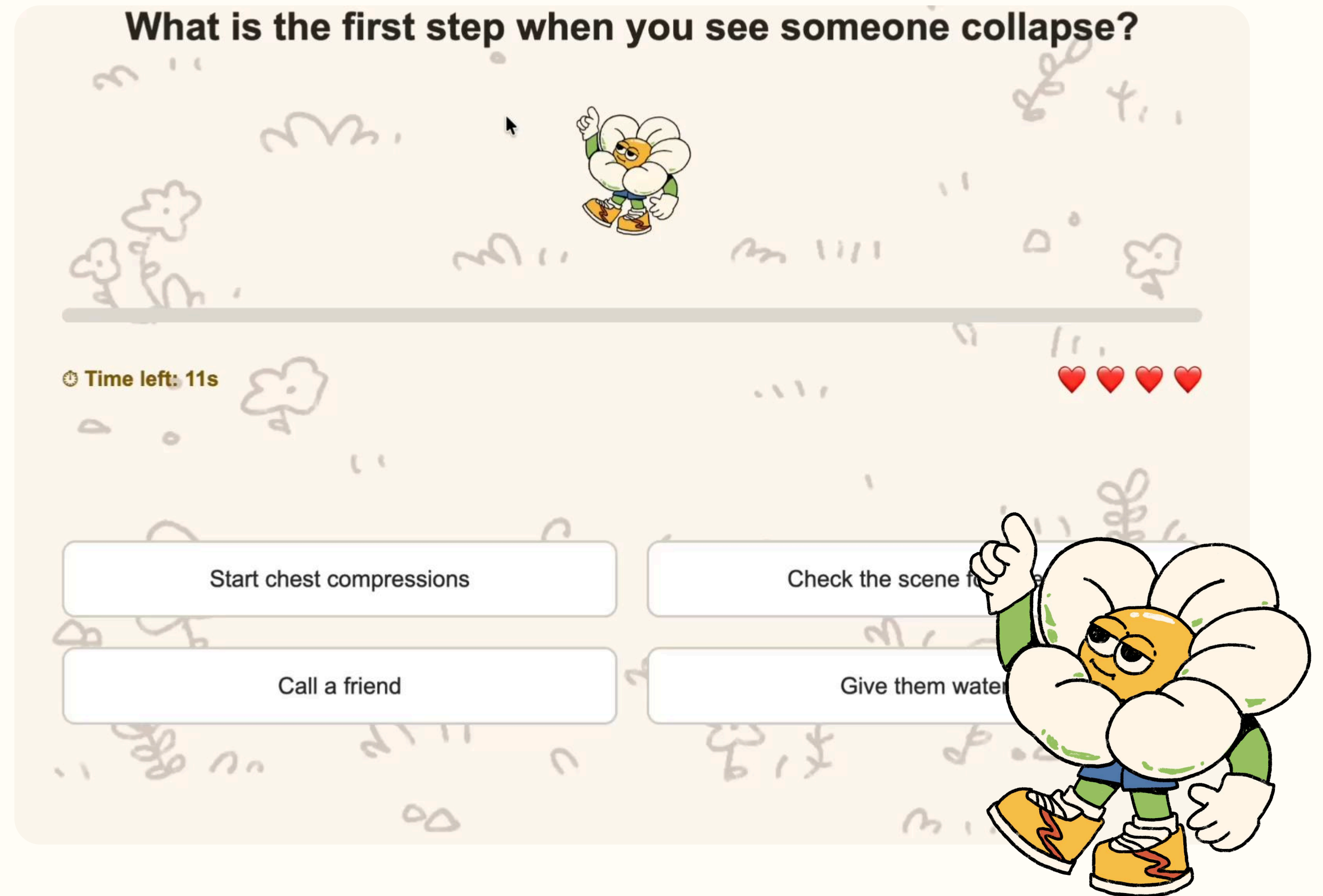
Gameplay



Stimulating an AED

Concept 3

Quizshow (Playable Ad)



MICROLEARNING SYSTEM



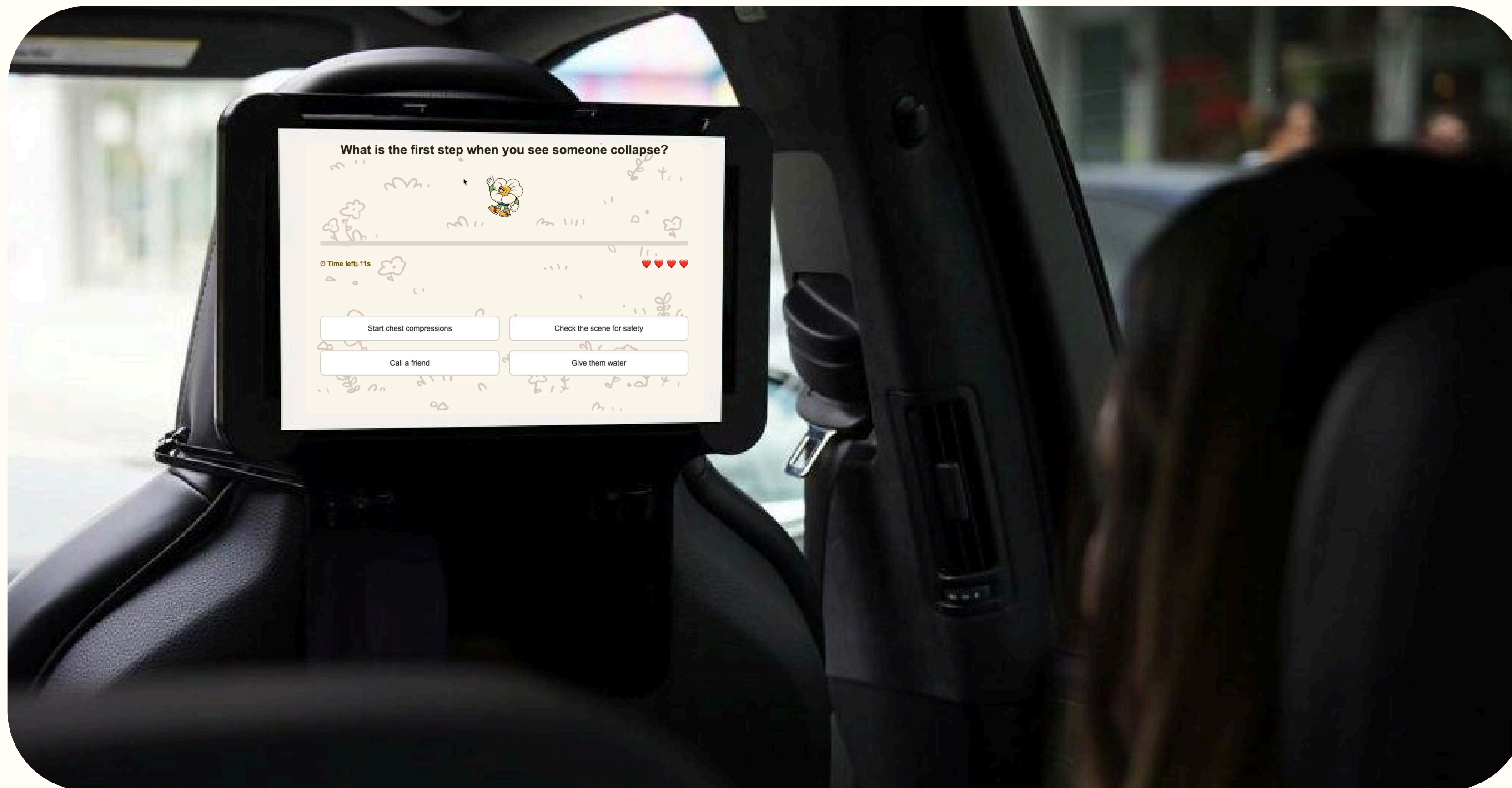
The microlearning campaign goes beyond mobile ads, it can reach people through:

- Bus stop ads
- Elevator screens
- Gym treadmill screens
- Hospital/Government Service waiting rooms
- Times Square Photo Booth where before taking the photo, users play a 5-second rhythm mini-game. Printed photos include CPR class info + QR code

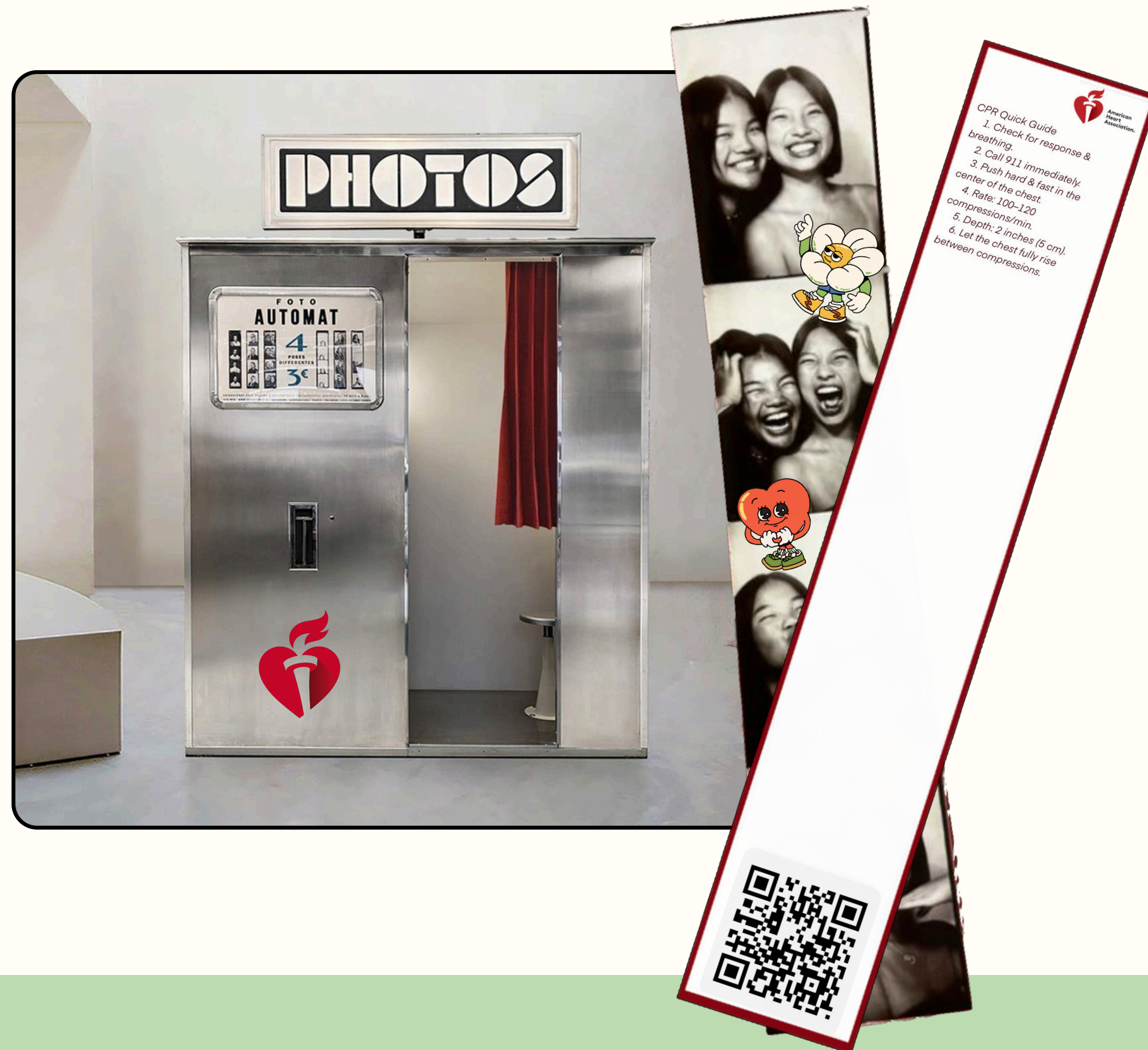
Scenario - Interactive Bus Stop Ads



Scenario - Rideshare Tablet



Scenario - Photobooth



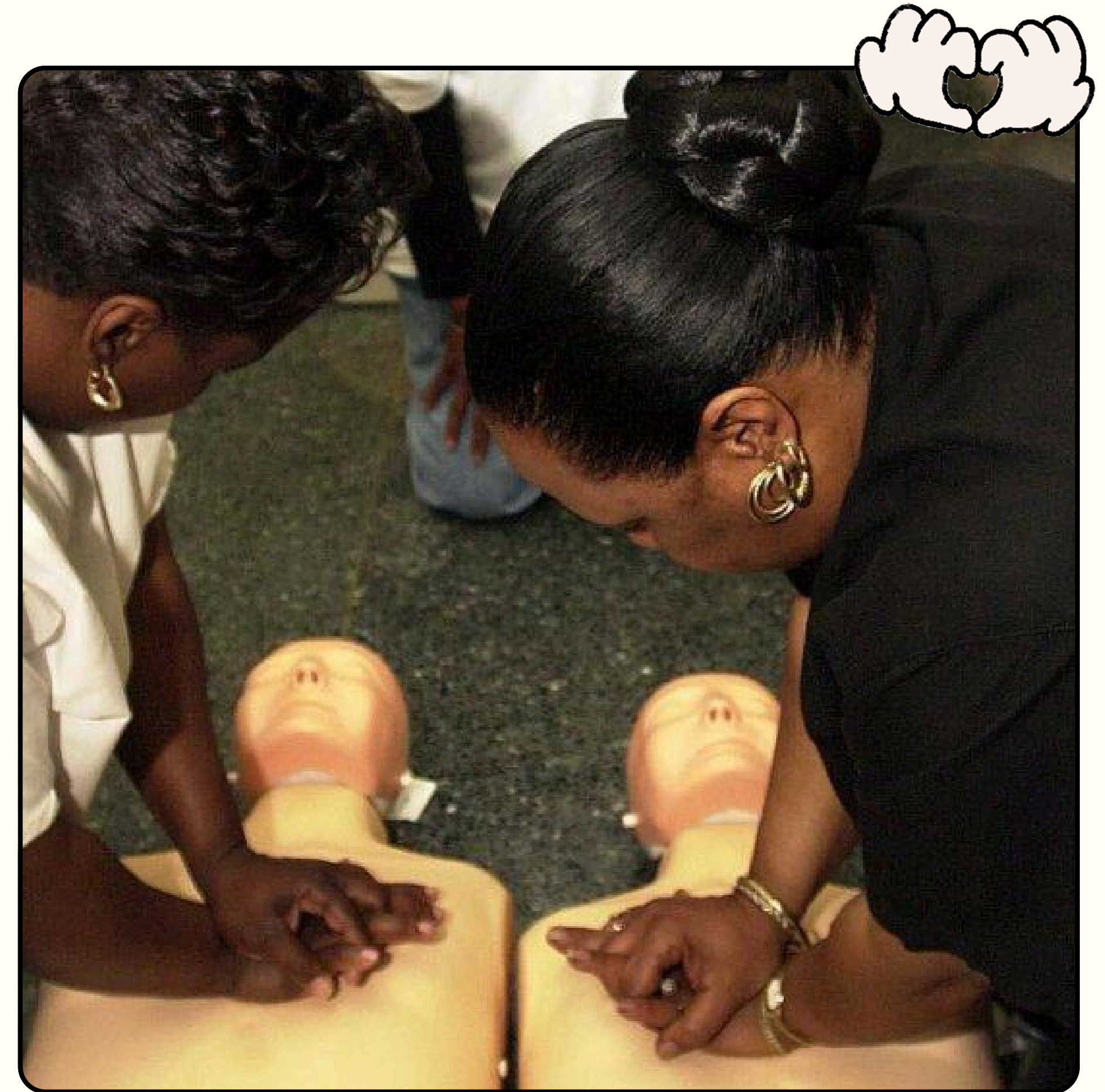
- An extra fun step before getting your photos done— Playing AHA! Keep the beat for 30 seconds!
- Get the heart's rhythm right and get extra props and fun music!
- Get it wrong and you'll hear tension filled music during your photos.
- Regardless, have a fun time and get a photo strip with AHA info on the back!

Personalization & Regional Tagging

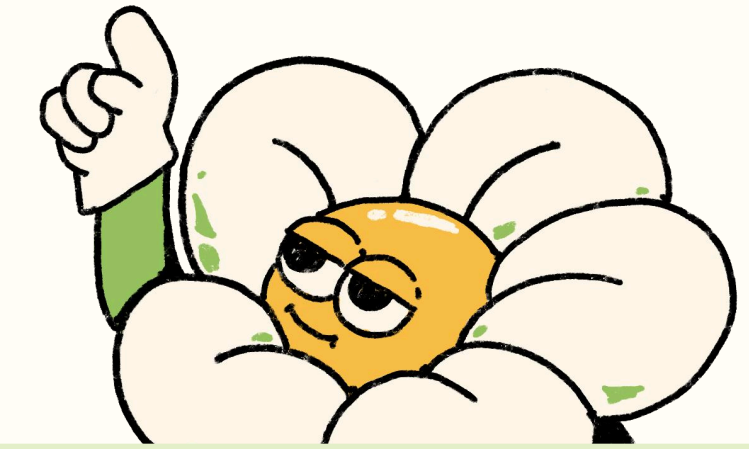
💡 Research shows **underinvestment in CPR training** and less dispatcher-assisted CPR in Black and Hispanic communities ([source](#))

To address this, our ecosystem will have:

- **Localized Ad targeting:** Focus ads in ZIP codes with higher proportions of Black & Hispanic residents
- **Culturally sensitive design:** Diverse avatars, language options, relatable scenarios to reach underserved populations



Stress Testing the Solution



✓ What Works

- Microlearning builds instinct fast
- Highly engaging 15–30 sec interactions
- Scales across everyday platforms (bus stops, rideshares, social)

⚠ Risks

- Not a substitute for hands-on depth training
- Users might not engage/skip ads/ be bored
- Uneven reach if not equity-targeted

🔧 How We Solve It

- Position as an entry point, confidence booster
- Add emotional stakes through gamification
- Target ZIP codes + language variations to reach underrepresented groups

★ Why its Worth it

- Makes CPR feel doable + repeatable
- Reaches communities typically left out of CPR education
- Expands AHA's impact by **meeting people where they are**

Implications for AHA + Can AHA adopt, scale, maintain this?

	Reach & Accesibility	Engagement & Retention	Cost Efficiency	Scalability & Data Tracking
Interactive ads	✓	✓	✓	✓
TV / Radio ads	✓	✗	✗	✗
Community events	~	~	✗	✗
Workplace programs	~	✓	~	✗
Static online campaigns	✓	✗	✓	~
Print ads / flyers	✗	✗	✓	✗

Interactive micro-learning system has **lower deployment and maintenance costs** compared to other channels, yet present **further reach, scalability and retention**.

Does this align with AHA's mission + brand?

Does play undermine seriousness?

AHA is looking to:

- Creatively get the word out about CPR + Hands only CPR
- Have scalable, inclusive CPR empowerment



Our campaign fits AHA since it:

- ✓ Adds an **new, low stakes, low friction entry point** into CPR learning that's fast, accessible, repeatable
- ✓ Is a **confidence builder** that directs + connects players to AHA formal training pathways
- ✓ Builds **habit loop** around CPR confidence
- ✓ Bridges **readiness gap** in black & hispanic communities
- ✓ Positions **AHA as a leader in behavior-based CPR education**

Roadmap & Next Steps

Where do we go from here?

1. Pilot (small scale test)

- Launch playable microlesson ad in one community area
- Run versions in English + Spanish
- Measure: engagement rate, tap accuracy, recall of compression rate, willingness to learn more

2. Campaign Launch (multi-channel rollout)

- Deploy microgames across bus stops, rideshares, socials, school newsletters
- Target ZIP codes with lowest bystander CPR rates
- Integrate CTA → “Find your nearest CPR class”
- Test variants: rhythm-only vs. rhythm + micro-story

3. Scale (nationwide expansion)

- Add more songs, scenarios, and languages
- Expand partnerships with community centers, churches, and clinics
- Embed microlearning into AHA digital ecosystem (website, emails, parent toolkit)
- Use data analytics to refine what drives real-world readiness

What Success Looks Like

Millions exposed to
CPR rhythm
passively



Increased national
CPR confidence



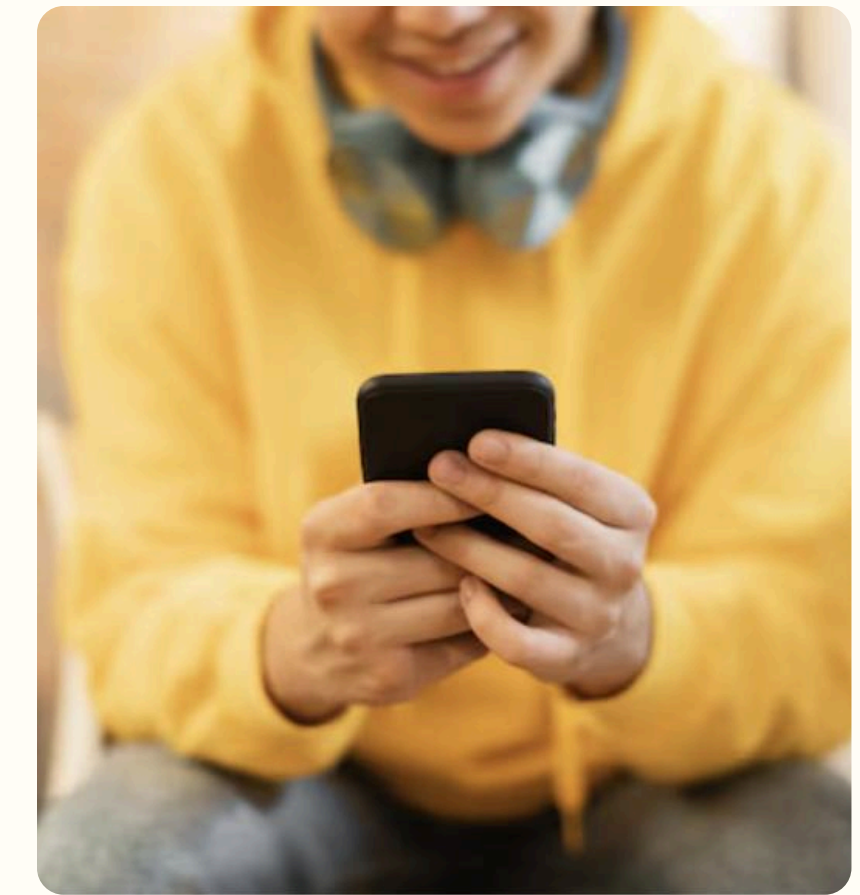
Faster reaction
times in real
emergencies

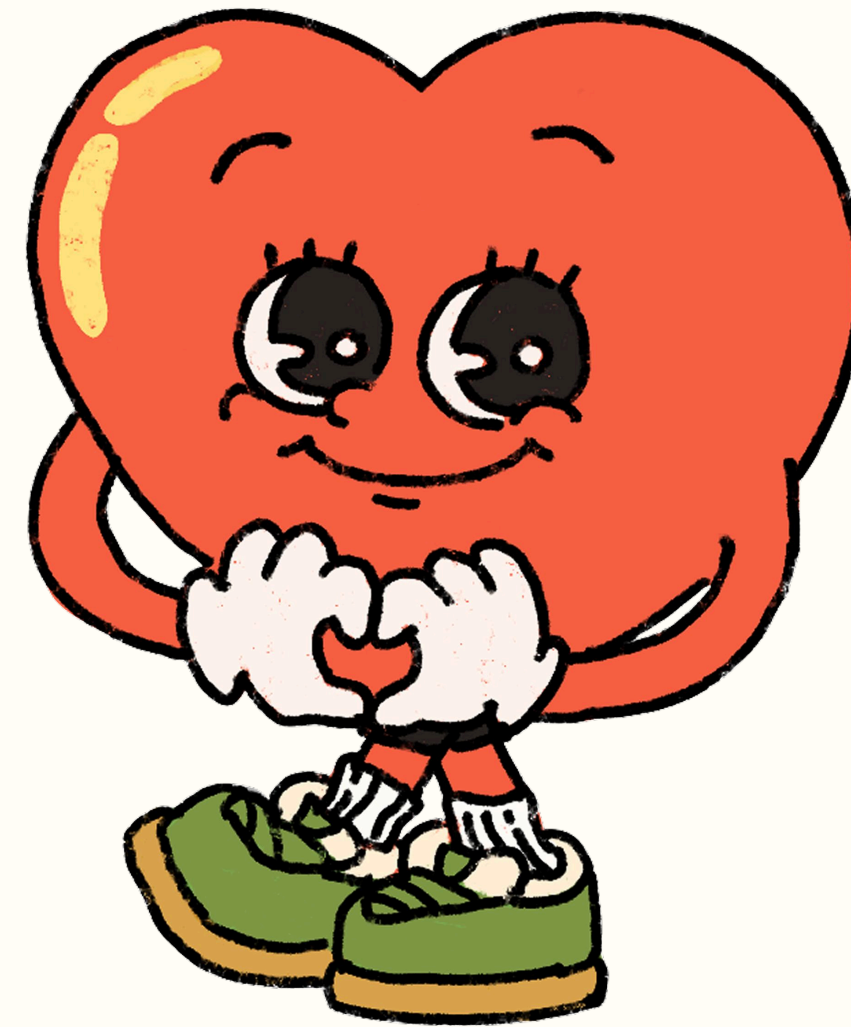


CPR Rhythm is
culturally
recognizable

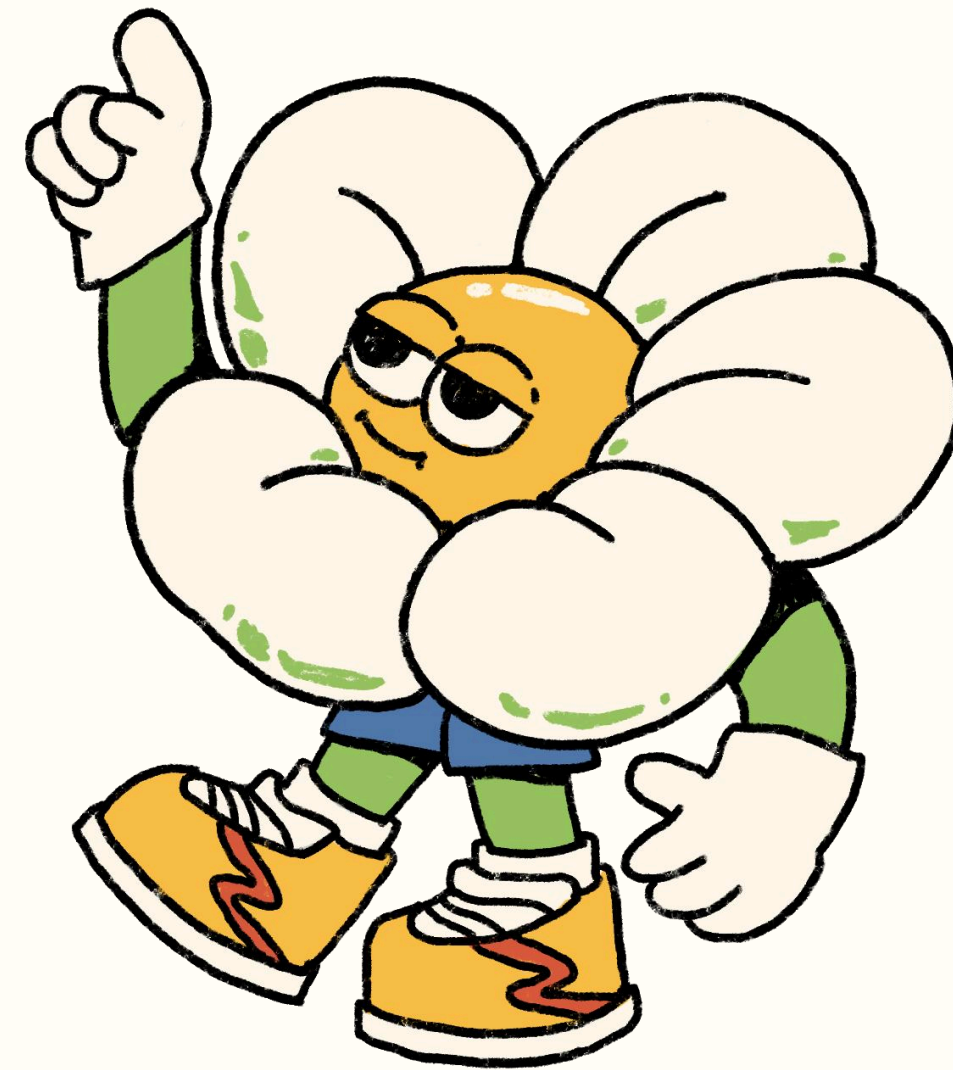


Play
turns into
Preparedness

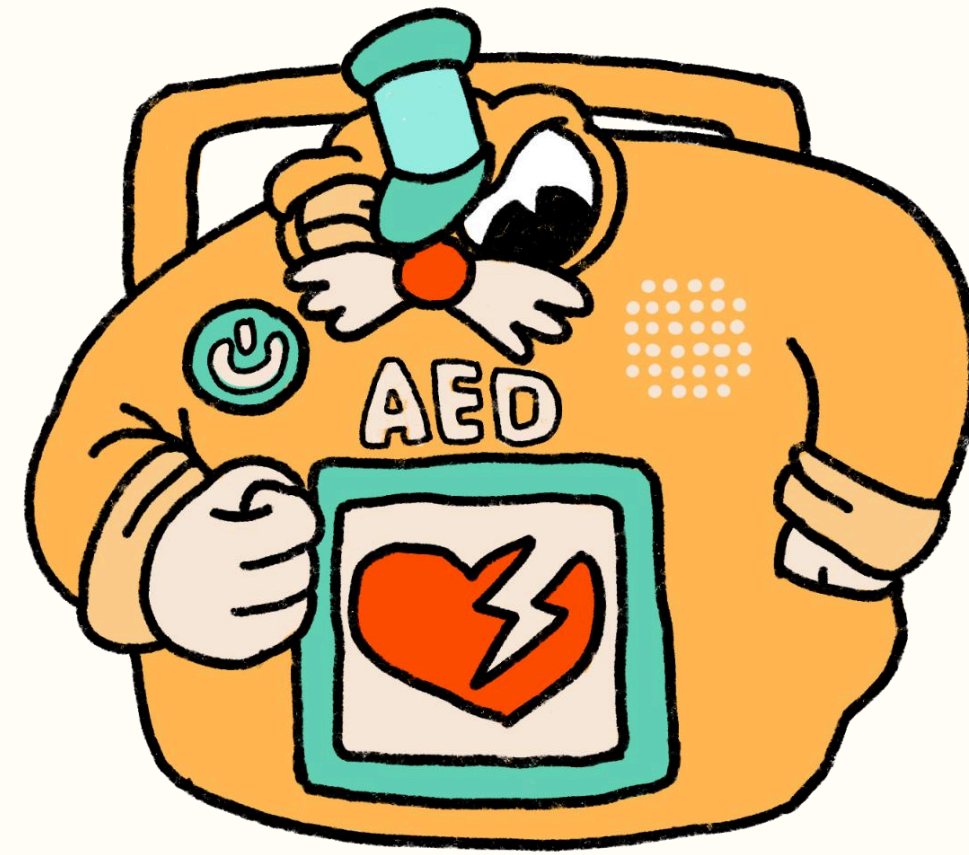




CPR readiness **shouldn't** just depend on memory — it should be **instinctual**. By turning CPR into **rhythm and habit**, we make readiness possible for every person.



Bringing CPR readiness to everyone — **30s at a time.**



Thank you for listening!