First On The Scene

Sudden Cardiac Arrest Association

Power and passion, saving lives

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Resources and Recognition for EMS

Sudden Cardiac Arrest Association

Power and passion, saving lives

& First Responders

Activity Chapter Activity Toolkit: SCAA Hero

Recognition Program

For three decades, the national survival rate of sudden cardiac arrest (SCA) has remained a low five percent. As SCAA establishes a nationwide response to cardiac arrest to increase survival and patient outcomes and create safer communities, it's crucial that we recognize the lifesaving actions of emergency responders and civilian bystanders who come to aid of those stricken by SCA in a time of most need. Too often, they are unsung heroes, but in reality, they are vital in the Chain of Survival.

Why Conduct Hero Recognition Events?

Many chapters find that these events are successful tools in generating awareness of SCA within their own communities, more specifically among local Fire, Police and EMS entities. Promoting these events to local media outlets also frequently translates into positive media coverage which spreads SCAA's message to the larger general public.

How to Setup a Hero Recognition Event

Coordinating recognition events does not have to be complicated by following these simple steps.

1. Learning about Local Cases: first things first, you need to become aware of SCA cases in your area. Since survival from SCA is so rare, it quickly attracts attention from media.
    - Monitoring local media coverage

- Pay attention to local media reports: articles in newspapers, segments on TV news often will identify survivors and their rescuers.

2. Contact the Hero:
   - From those published accounts, contact either the Public Information Officer or Chief (Fire, Police or EMS) and express your interest in honoring their employees.
   - Locating civilian bystanders is often more challenging. If the Good Samaritan is identified as a student or an employee of a local company, first try working with
   - the school or business to publicly recognize the individuals' efforts. Reaching out through these entities provides credibility.

In general, establishing solid and professional relationships with local Fire, Police and EMS groups can result in productive two-way communication, where they inform you of local SCA cases but still maintain privacy protocols of survivors.

3. Identify a time/location for the Recognition Ceremony:
   - Find a time that is available for all parties involved ○ When securing a location, public places, free-of-charge are preferred ○ Examples of locations used by chapters include:
     - hospital community rooms
     - fire or police stations
     - local government buildings

4. In advance of the ceremony:
   - Notify SCAA National
   - SCAA National can help write a press release announcement ○ Post the event on your chapter website ○ Post the event on SCAA social media sites ○ Order supplies from SCAA Operations Office ○ Certificates of Heroism

5. Day of event:
   - Commendation Bar pins (for professional responders) and Civilian Hero pins

(for lay bystanders) ○
Membership/promotional material on SCAA ○
Fact sheets/talking points on SCA ○ Take photos, preferably with digital camera

- Display pop-up banner ○ Display/distribute SCAA membership applications and fact sheets ○ Have a sign-in sheet to collect names, addresses and emails of those in attendance

6. After the event:

- Send list of attendees to SCAA Operations Office to add to mailing/membership list
- Send photos and captions to SCAA National for posting on website and publishing in newsletter
- Send news clips to SCAA National for posting on chapter website

Hero recognition events have proven to be a highly effective vehicle for showing appreciation to professional and civilian responders. In fact, many chapters report positive results from these events, including increases in membership and stronger, productive relationships within the local EMS community.

Sample

Press Release:

Community Advocates, Education Officials Honor School Employees for Saving Life of Warren Township Principal

Media Contact!

Jackie Renfrow317-402-9186

jackie_renfrow@yahoo.com

INDIANAPOLIS, May 25, 2010 – Less than seven percent of sudden cardiac arrest victims nationwide survive, but on March 10, Lowell Elementary School Principal Susan Howard did just that thanks to the quick thinking efforts of her colleagues who will be honored for their life-saving actions in an awards ceremony at the school on Wednesday, May 26, 2010, at 8:00 a.m.

The Indianapolis Chapter of the Sudden Cardiac Arrest Association (SCAA) will host the event and present Certificate of Heroism awards to the following faculty and staff members:

- Candace Gauer, *Cafeteria Manager*
- Dave Stroud, *Physical Education Teacher*
- Jennifer Perkins, *Clinic/Instructional Assistant*
- Brooke Austin, *Third Grade EXCEL Teacher*
- Anne McGrath, *Fifth Grade EXCEL Teacher*
- Christy Hartman, *First Grade Teacher*

"Most cardiac arrest events are not witnessed, and of the few that are, often bystanders are not prepared to perform CPR and use an automated external defibrillator (AED)," said Jackie Renfrow, director of the SCAA Indianapolis Chapter. "In this case, school personnel responded immediately to a traumatic situation and without any reservation acted heroically to save the life of one of their own. For their knowledge, quick action and willingness to intervene, we honor them."

"Because of these individuals, I'm able to walk the halls of school and greet students as they enter the building each day," said Principal Howard. "Saying 'thank you' simply

does not seem enough for people who have saved your life. I will forever be indebted to them and am so proud of the example they have set for our young students."

Sudden cardiac arrest (SCA) is an electrical disruption of the heart's natural rhythm and is the nation's leading cause of death, killing nearly 300,000 Americans each year. Immediate bystander assistance in the form of CPR and shocks administered from an automated external defibrillator (AED) are the only ways to survive SCA.

Howard now has an implanted cardioverter defibrillator (ICD) which detects and treats dangerous heart rhythms, protecting her from future SCA occurrences.

About the Sudden Cardiac Arrest Association

SCAA is the nation's leading non-profit public advocacy organization exclusively dedicated to sudden cardiac arrest awareness and prevention. Its Indianapolis Chapter is led by Jackie Renfrow, a longtime heart-health advocate who lost two children to SCA, and consists of SCA survivors, family members, medical professionals, emergency responders and many others touched by SCA - all dedicated to improving bystander and emergency response and wider deployment of publicly-accessible AEDs. For more information, please visit www.suddencardiacarrest.org.

First On The Scene

Sudden Cardiac Arrest Responder Awards

Public recognition of first responders who successfully revive sudden cardiac arrest victims is an appropriate expression of thanks, and also a way to educate the public about sudden cardiac arrest and encourage public CPR and AED access.

The Sudden Cardiac Arrest Association (SCAA) has developed a special Public Safety Award for agencies to present to employees involved in a sudden cardiac arrest rescue. The multiple versions of the award are designed to recognize heroes who have contributed to one or more sudden cardiac arrest rescues, and their design is consistent with most public safety agency formal uniform requirements. As pictured, the brass award is a red, white, and blue design, 3/8 inch high and 1 3/8 inches wide, with a sudden cardiac arrest hero insignia in the center. There are five designs available to recognize a responder's first rescue and to commemorate subsequent rescues.

The award pins are available for purchase at a cost of $6.00 each. To order, please complete the form below and Email or mail the completed form along with payment to SCAA.

Order Official SCA Recognition Pins (pins below shown actual size)

Please indicate number of pins desired and calculate total amount due below. Pins are $6.00 each.

First SCA Rescue: _______ pins

Second SCA Rescue: _______ pins

Third SCA Rescue: _______ pins

Fourth SCA Rescue: _______ pins

Fifth SCA Rescue: _______ pins

Total number of pins: _______

Sudden Cardiac Arrest Association
www.suddencardiacarrest.org

Contact & Payment Information

CONTACT NAME COMPANY/ORGANIZATION

ADDRESS CITY STATE ZIP

PHONE FAX EMAIL

Shipping & Handling

1-5	**+ $5.00**
6-25	**+ $7.00**
26+	**+ $10.00**

Credit Card + 3.5%

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❒ CHECK ENCLOSED

check payable to "SCAA"

❒ CREDIT CARD

indicate card type: ❒ ISA ❒ MC ❒ DISC

CARD NUMBER | EXP DATE | CARD SECURITY CODE (3 digits on back of card)

NAME ON CARD

BILLING ADDRESS (Leave blank if same as above) CITY | STATE | ZIP

SIGNATURE | DATE

Total Due $__________

Federal Tax ID# 20-2413593

Mail check to: SCAA
6842 Turnberry Isle Ct.
Lakewood Ranch, FL 34202

Mail form to:
Carol Moehnke
2948 NW 84th Avenue
Ankeny, IA 50023

Cim122009@gmail.com

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Stories

The Role of Survivor Stories inExpanding SCA Awareness !

Like many medical conditions, SCA is most often recognized in numbers. And sadly, the SCA number that resonates all too frequently in the public setting is 300,000: the approximate number of SCA deaths per year.

But the rare five percent who survive cardiac arrest provide compelling evidence for why we need a national approach to SCA response, publiclyaccessible AEDs and bystanders willing to intervene during an emergency. For survivors, sharing personal experiences with the rest of the World is often cathartic and a powerful step in the recovery and rehabilitation process. For the public, survivor accounts humanize the deadly condition, transforming cold and hard-to-grasp statistics into lasting physical impressions.

Enclosed in the last section of this toolkit are several examples of survivor experiences that are dynamic educational tools to expanding SCA awareness. We welcome you to share these accounts when you are out in the public – whether giving presentations to students or talking one-on-one with a concerned resident. Each survivor story is unique, yet together they communicate the drastic nature of SCA: it knows no boundaries, afflicting every gender, age, race, socioeconomic status and personal state-of-health.