

SHOCK

WAVES

Power and passion, saving lives

From the **President:**



Lisa A. Levine, CAE SCAA President

In the heart world, October is recognized as National SCA Awareness Month. SCAA has been quite active in October increasing awareness of the public health crisis of SCA. The national office conducted its "SCA-ve a Life" fundraising campaign to raise money for CPR/AED training, public access to defibrillators and survivor mental health rehabilitation resources. We launched a brand new CPR/AED training program for high school

students, "Keep it Beating" and expressed support for the Teaching Children to Save Lives Act, newly introduced legislation by Representative Lois Capps (D-CA) that would provide funding for schools to train students in CPR/AED use. Additionally, we drafted and distributed opinion and editorial "calls to action" to news outlets across the country. And as a member organization of the Sudden Cardiac Arrest Coalition (SCAC), SCAA jointly hosted "Take a Stand Against SCA," a federal advocacy event teaching members of Congress and legislative aides hands-only CPR and how to use an AED.

But that's not all. SCAA chapters donated AEDs, held educational "lunch and learn" sessions, participated in health fairs, met with school administrators, received local government proclamations and conducted heart walks/races, to name a few. I wish this was enough to prevent SCA from striking anymore youth, but the sad truth is, children die from SCA every day, week and month of the year.

Now in November, we're approaching another significant time: Thanksgiving. Many of us will pause to acknowledge things for which we are thankful. The newest I-phone will certainly top the list of teenagers; family gathered from near and far sharing a meal ranks pretty high with Moms; and for Dads, a day off work watching football takes the cake!

Aside from the material possessions that we often think "we can't live without," I encourage you to take a moment and

Celebration Honors Life, Loss and Emergency Response in SCA Chain of Survival

Four SCA survivors took to the stage of the 2011 SCAA Survivors & Heroes Celebration on Friday, September 23, reminding attendees why continued advocacy and awareness efforts are critical to saving lives. Bill Ward was the first patient to receive therapeutic hypothermia at his local Minnesota hospital back in 2003. Pamela Bonin was enjoying the life of a 26-year-old professional woman, balancing work, family and fun. Jennifer Hassenstab, a longtime teacher whose symptoms were misdiagnosed was lucky to have family witness and respond immediately to

her SCA. And then there was 13-year-old Brooks Beler – the youngest SCA survivor present – gave a renewed sense of hope that future generations should not have to endure what he went through. Each with their own diverse background now with a unique bond that, unfortunately, too many SCA patients do not live to see.

Emergency responders from various parts of the mid-West region received



An EMT attends the Celebration and is presented with a Commendation Bar for his efforts in strengthening the "chain of survival."

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Holiday Stress Got You Down? SCAA Offers Ways to COPE and Enjoy Life Again

It's that time of year again of backto-back holidays, office parties, family gatherings and gift giving - all of which can increase stress and anxiety levels in even the strongest people. And social events that appear jolly for some can be downright depressing for others. SCA survivors and their caregivers are no strangers to these feelings, as these experiences are typically part of one's rehabilitation and recovery post SCA. Visit the COPE page for a plethora of materials and resources that address dealing with these and similar challenges. COPE is SCAA's new outreach initiative providing both patients and healthcare professionals with information on dealing with psychosocial and mental health concerns. Not a survivor or medical professional? No problem. You need not be either to learn how to COPE with life.

Survivors and Heroes



A group of SCA survivors gathers around the re-birthday cake.

Commendation Bars before a rousing standing ovation. Humbly, many said "we're just doing our jobs," but as the long applause echoed off the walls, it was clear that these selfless individuals would never again fade into the background of everyday life.

With honor also came remembrance, and the evening was not complete without a moment of silence for those who lost their lives to SCA. Family members

and friends of those lost to SCA were in attendance, putting a face on the unknown and giving a voice to the silent majority whose contributions have been cut far too short.

Our thanks to Medtronic for sponsoring the event and opening its doors to welcome over 200 patient advocates, survivors and heroes, who seldom receive the recognition they deserve for the roles they play in the chain of survival.

From the Chairman of the Board:



Jeffrey Micklos, SCAA Chair

Pumping the Pulse of Your Community

In September, the Sudden Cardiac Arrest Association celebrated its most successful Annual Meeting to date. Chapter leaders, members, and survivors gathered for camaraderie and unity of purpose, and to set a course for our next year. The SCAA Board and management were excited to roll out our new programs, like the CPR/

AED training program, the COPE program to address psychosocial needs around sudden cardiac arrest, and a toolkit for developing strong relationships with first responders (USE SPECIFIC NAME). We believe each of these programs will help further SCAA's mission in many ways, and will expand our horizon in each and every community we serve.

The important next step is for our chapters and members to implement these programs in their communities. As you know,

SCAA relies on our chapters to help spread the word at the local level, and these new programs are designed to help chapters achieve that goal in very meaningful ways. We are excited about how well received these programs were, and we now urge each chapter to develop its plan of activities to include one or more of these new programs in the coming months.

As these programs are implemented locally, it will be very important for the chapters to share their feedback with SCAA staff, so that we can monitor how the programs are working and identify areas for improvement or modification. Together, we can make our communities stronger in their knowledge of sudden cardiac arrest, how to prevent it, how to deal with it when it happens, and how to deal with life after a sudden cardiac arrest or death. As we pursue our mission of eliminating preventable sudden cardiac deaths throughout the United States, I look forward to walking forward with each of you on this journey.

Survivor Story

Survivor: Jim Bachand | Age at SCA: 62 | Date: November 20, 2007 | Activity: Commuting home from work

Just four years ago, Jim Bachand left his office at 6:00 p.m. in the Washington, DC, area to head home like any typical work day. He was on his way to catch a commuter train and meet his son. While he boarded the train, he never made it to his stop, and instead suffered SCA. A good Samaritan pulled him from the train onto an outdoor platform at Reagan National Airport. This person – who chose to remain anonymous – then retrieved an AED from that train station and administered shocks before the arrival of emergency responders.

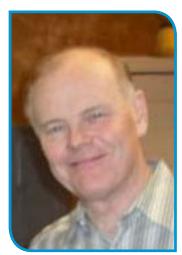
Prior to this, Jim had no history or symptoms of cardiovascular disease. "I remember a cell phone conversation with my wife, in which I sounded out-of-breath, when I was rushing to make it to the departing train station."

When the rescue squad arrived about eight minutes later, he was taken to the George Washington University Hospital, where he was then stabilized and put on life support. Jim underwent double bypass surgery, although doctors told him

that this was not necessarily the cause of his SCA. Still frighten-

ing, a cardiovascular surgeon told him he was lucky to be alive and that the survival rate in the Washington area was about one percent.

After surgery, Jim had an ICD inserted to protect against possible future SCA episodes. Today, Jim's heart is working fine, and his cardiologists have reassured him that he is in good health despite what happened. "I would not be here if it were not for the



help I received from the good Samaritan, rescue squad and the availability of an AED," said Jim.

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Mission:

To prevent loss of life from Sudden Cardiac Arrest.

Vision:

By 2020 preventable deaths from Sudden Cardiac Arrest will be eliminated.

Sudden Cardiac Arrest Association Honors Nationwide Patient Advocacy Programs for Addressing Sudden Cardiac Arrest

SCAA honored medical institutions, nonprofit organizations, corporate citizens and patient advocates with its 2011 Leadership Awards for their work to raise awareness of sudden cardiac arrest (SCA), prevent sudden cardiac death and improve cardiovascular health at the 2011 Benefit and Awards Dinner on Saturday, September 24, 2011, in Minneapolis, Minnesota.

"This year's award recipients have made a significant mark in the fight to increase survivability from SCA. Whether through public policy, emergency medicine, or community initiatives, these honorees have strategically influenced the public's understanding of SCA," said Jeffrey G. Micklos, chairman of SCAA. "The far-reaching efforts of our honorees have yielded positive results that we hope are replicated by communities, public officials, volunteers and medical professionals across the country."

The 2011 SCAA Leadership Award recipients are:



Medical Leadership Award

Minneapolis Heart Institute at Abbott Northwestern Hospital Minneapolis, Minnesota

As an internationally recognized world leader in providing heart and vascular care, the Minneapolis Heart Institute at Abbott Northwestern Hospital exemplifies the innovation possible when community partnership outreach and an Integrated Cardiovascular Care Model are in place. The Minneapolis Heart Institute established a statewide therapeutic hypothermia protocol in 2006. A recent study published in the journal Circulation showcases the success of MHI: 56% of patients who received therapeutic hypothermia treatment survived to discharge, and of those, 92% experienced a return to normal neurological functioning.

Public Service Award

Shakopee Mdewakanton Sioux Community Prior Lake, Minnesota

In addition to placing AEDs in its gaming facilities, the Shakopee Mdewakanton Sioux Community has donated \$200,000

in AEDs to the Minnesota State Patrol. Its Emergency Services department participates in mutual aid agreements with all local governments and provides services to residents beyond the tribal community.



Public Service Award

The Mikey Network, Toronto, Canada

Named after Mike Salem, who died from SCA in 2002 while golfing, the Mikey Network has placed over 1,000 "Mikey" defibrillators and trained 10,000 people in CPR and AED use. A remarkable eight SCA resuscitations have been made using devices donated by the Mikey Network across Canada.



June Daugherty Public Spirit Award

Billings Clinic Community Training Center, Billings, Montana

Named in honor of Washington State University women's basketball coach June Daugherty, who is an SCA survivor, the June Daugherty Public Spirit Award recognizes an individual or organization that raises awareness about sudden cardiac arrest and whose passion creates substantive change in the public sphere. The Billings Clinic Community Training Center has devel-

<u>Legislative</u>

Pulse

After Tough Road, Rural AED Program Gets Closer to Federal Funding

Earlier this summer, the Senate Labor, Health and Human Services Subcommittee approved its annual appropriations bill with \$2.5 million set aside to fund the Rural Access to Emergency Devices Program in FY 2012. The House also approved a funding increase coming in at \$21,000 more than the Senate's version. Up to now, a conference committee final decision on the program's FY 2012 funding has not occurred yet.

Not wasting anytime on the urgent need for rural America to have lifesaving AEDs, SCAA, in collaboration with the American Heart Association and Sudden Cardiac Arrest Coalition, strongly urged President Obama to increase funding of the Rural AED program in FY 2013 to \$8.927 million. The last time this program received \$8.927 million in funding was back in FY 2005 when 47 states received resources for this lifesaving, competitively awarded grant initiative. The program has been on life-support for the past few years. In FY 2010, only 21 states received funding from the program. In February 2011, the Health Resources and Services Administration approved more than 90 applications into the program, but sadly could not fund even one due to lack of resources.

SCAA Supports House Resolution Urging Americans to Learn and Use CPR/AED

In September, Representative Phil Roe (R-TN) came to the aid of a man experiencing sudden cardiac arrest at a North Carolina airport. On November 3, the doctor turned legisla-



Representative Phil Roe practicing CPR on Capitol Hill recently introduced a resolution on CPR/AED use.

tor, continued on his mission to raise awareness of heart disease and bystander intervention by issuing a congressional resolution urging Americans to not only learn CPR and how to use an AED, but also step forth and apply those skills during a medical emergency. "The more we can educate and train individuals about CPR and AEDs, the more opportunities we have in this country to save lives when someone is suffering from an out-of-hospital cardiac arrest," said Roe in a statement.

SCAA is one of several medical and patient advocacy groups expressing support of the measure, including the American College of Cardiology and American Heart Association. "CPR and AEDs are the difference between survival and death from SCA, yet sadly, few people are prepared to

act to save a life," noted Lisa Levine, president of SCAA. "We call upon the Congress to not only adopt this resolution but also use the opportunity to raise awareness about SCA and how crucial it is for bystanders to respond, affording people in large and small, urban and rural areas the same chance at surviving SCA."

SCA Coalition Calls on Congress to "Take a Stand Against SCA"

Commemorating October as National SCA Awareness

Month, SCAA along with 50 other heart-health organizations that make up the Sudden Cardiac Arrest Coalition, hosted "Take a Stand Against SCA," a two-hour educational event for members of Congress and legislative aides to learn "hands only" CPR and how to use an AED on October 26 in the Rayburn Building in Washington, DC. The event also recognized Representative Lois Capps (D-CA) for her longtime support of patient advocacy and cardiovascular health legislation and Representative Phil Roe (R-TN) for providing bystander assistance to an SCA patient at a North Carolina airport.



Lisa Levine presented Representative Lois Capps with an award for her longtime commitment to CPR/AED education at the "Take a Stand Against SCA" event.



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SCAA Honors

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oped a number of public initiatives within the past several years, including placing more than 50 AEDs from its Public Access to Defibrillation (PAD) program and conducting an annual "CPR Saturday" program which offers FREE CPR training, and has trained over 700 people. Since 2008, the Billings Clinic has trained over 72,000 people; approximately 5,807 high school students.



Corporate Leadership Award

Cargill, Inc., Minneapolis, Minnesota

As a global leader in nourishing people, Cargill demonstrates a strong commitment to nourishing the health and wellbeing of its employees through such programs as the AED placement and training program in Minnesota, and including within its strategic plan an AED placement program for all new buildings. Cargill's commitment to the community is also visible through its leadership role as a founding member of the Alliance for a Healthier Minnesota and for being named one of the "Healthiest Employers of the Twin Cities for 2011" by the Minneapolis/St. Paul Business Journal.



Corporate Emergency Readiness Award

The Walt Disney Company, Orlando, Florida

With corporate offerings spanning television, education and entertainment industries, the Walt Disney Company has

implemented a progressive emergency response strategy at all management levels which has deployed nearly 1,500 AEDs in every facility worldwide and trained an estimated 10,000 people in CPR and AED use.



Chairman's Award

Linda Campbell, RN, Secretary, SCAA Board of Directors Sue Rusche, Vice President, SCAA Board of Directors

Going above and beyond the typical call of duty of Board members, Campbell and Rusche have volunteered thousands of hours developing one of SCAA's 2011 strategic outreach initiatives, "Keep it Beating," a public education training module in CPR and AED use for high school students. The program will be implemented in schools all over the United States throughout 2011-2012 via the SCAA nationwide chapter network. It will then expand to serve local community groups and corporations. Both women are no strangers to public service and community safety. Campbell is retired from American Airlines where she solely trained the airline's initial 2,300 flight attendant pursers and created American's "SkyCAAre" program for passengers who required special medical escort assistance. Rusche is co-founder, president and CEO of National Families in Action, where she has helped parents form drug-prevention groups throughout the United States, including the Parent Corps program, which recruits and pays salaries to Parent Leaders to mobilize parents into drug prevention.

This just in...

Heart Beat from Around the World

Stimulant Drugs Treating ADHD Deemed Safe for Kids' Hearts

A study commissioned by the Food and Drug Administration (FDA) to identify heart risks of stimulant drugs treating ADHD in children indicates that such drugs do not increrase the risk of heart attack, stroke or sudden death. "We don't see any evidence of increased risk," said Dr. William Cooper, Vanderbilt University, and the study's lead author. Researchers examined medical records and prescription data from over one million youth who were either currently taking or had taken drugs such as Ritalin or Adderall. Previous reports in 2006 of adverse heart problems occuring in children taking these drugs prompted the FDA to conduct advisory committee hearings. The study is the first of three commissioned on this topic by the FDA and appears in the New England Journal of Medicine.

Large-Scale Study Proves Importance, Value of Heart Screening in Students

SCA among young adults is a serious concern, yet the challenges with performing ECG screenings on a large scale are many, including cost, lack of infrastructure and likelihood for false positive results. But results from one large effort have proven the value and feasibility of mass screenings in school aged youth. Led by Joseph Marek, MD, Midwest Heart Foundation and member, SCAA Medical Advisory Board, 32,561 students aged 14-19 were screened in 24 Chicago suburban high schools between September 2006 and May 2009.

Over 800 students were found to have ECG abnormities that could be associated with risk of sudden cardiac arrest. And 100 participants were found with Prolonged QTc that may indicate Long QT syndrome, which may also be associated with sudden cardiac arrest. "We believe our findings demonstrate the feasibility of performing high-quality, low

cost ECG screenings in large U.S. populations which creates the potential to reduce the overall rate of SCD in our country," said Marek. Assistance from community volunteers was a key element to conducting these events over two years. Findings were published in the October 2011 edition of HeartRhythm.

Airport Metal Detectors Safe for Patients with Heart Devices

New research from Germany indicates that airport security screening procedures with hand-held metal detectors are safe for patients with pacemakers and ICDs. It was previously thought that magnetic fields emitted by airport metal detectors interfered with functionality of pacemakers and ICDs. Led by Dr. Clemens Jilek of the German Heart Centre Munich, researchers discovered no adverse results when they swiped hand-held metal detectors on nearly 400 people with heart-regulating devices. Patients possessed devices ranging from 11 different manufacturers. "With this wide variety of rhythm devices tested, we have not seen any interference... and our conclusion would be that screening procedures with a normal, hand-held metal detector are safe," notes Jilek.

Holy City Welcomed Pilgrims with Enhanced Plans for SCA Survival

The Hajj – the largest pilgrimage in the world, where millions of Muslims converge on the Holy City of Mecca – took place November 4-9 with a new focus on SCA survival. This year the Saudi Arabia Ministry of Health has installed 88 defibrillators in Mecca to resuscitate pilgrims who experience sudden cardiac arrest. Severe crowding and heat during the pilgrimage can trigger emergency situations like SCA. "The government wanted to implement AEDs that they felt could significantly impact potential SCA survival and deliver positive outcomes," notes Khaded Al-Banna of Al-Hammad Medical Services.

From the **President:**

appreciate the things which we truly cannot live without. AEDs, good Samaritans and emergency responders... when it comes to surviving SCA, we truly cannot live without these even though they are so often taken for granted. The next time you pass by an EMT, fire or police responder, say a simple "thank you" and your expression will be appreciated long after Thanksgiving passes. The next time you hear of a young student experiencing SCA in school where an AED was not available, be thankful that your child's school has an AED. If it does not, consider donating to SCAA so that we can continue to place AEDs in schools and other public gathering places.

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SCAA continues to rely on the public in helping to share our cause and spread our message. Expanded public awareness and bystander intervention are crucial to saving lives from SCA, not just in October and November, but all year long. Realistically, civilization will not end if we don't have the latest cell phone technology. But, without the kindness of bystanders and training of emergency responders, there wouldn't be much civility left.

Calendar of Events

Parent Heart Watch Annual Conference

January 13-15, 2012

EMS Today

February 28-March 3, 2012

American College of Cardiology

March 24-27, 2012

Heart Rhythm Society Annual Conference

May 9-12, 2012

Emergency Cardiovascular Care Update

September 11-15, 2012

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