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Sudden Cardiac Arrest Association

2010-2011 Impact Report

The Sudden Cardiac Arrest Association (SCAA) is an organization singularly focused on sudden cardiac arrest. SCAA identifies and unites survivors, those at risk of sudden cardiac arrest, as well as others who are interested in being advocates on SCAA issues in their communities and beyond. Our membership is dedicated to promoting solutions to prevent sudden cardiac death, including increased awareness, immediate bystander action, public access to defibrillation (PAD), cardiovascular disease prevention, and access to preventative therapies.

Mission: To prevent loss of life from Sudden Cardiac Arrest.

Vision: To eliminate preventable deaths from sudden cardiac arrest by 2020.

SCAA is a nonprofit, tax exempt organization under section 501(c)(3) of the Internal Revenue Code. Contributions to SCAA are tax deductible.



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Message from the President

September 2011

For the Sudden Cardiac Arrest Association, 2010-11 marked a year of transition, growth and success. In November 2010 I was honored to become President of the SCAA. During my first days it was a true whirlwind of activity, orientation, election of a new Chairman and board members, and even an office move. Now, we have slowed down to a moderate sprint!

Your support has enabled SCAA to increase awareness of sudden cardiac arrest by advancing the mission to prevent loss of life from cardiac arrest. With each media impression, CPR class, public service announcement (PSA), chapter educational offering and call to Congress, we teach more and more people about the importance of bystander intervention to save lives from cardiac arrest. Your support allows SCAA to focus on:

- Community awareness and education
- Survivor and family support
- Public policy and advocacy work

In the report that follows, you will see how dedicated our chapter leaders, donors, and industry partners are to making a significant impact on cardiac arrest survival rates. It truly "takes a village"and we thank you for being a part our the village!

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Chapters Making an Impact -Community Awareness

Community Service

Chapters have given more than 3,800 hours of community and volunteer time focused on community outreach and education activities to raise awareness of SCA and provide information on CPR, AEDs and the importance of bystander intervention, within their local communities and across the country.

SCAA chapters have participated in 132 community Health Fairs, and have distributed hundreds of SCA educational packets and thousands of people are wearing our signature red bracelet "Let the Beat Go On."

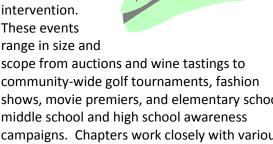
Communication

SCAA has disseminated 20,000 copies of ShockWaves newsletter (formerly PowerPoints) which explores cutting edge medical updates, survivor stories, chapter success and educational information about staying healthy. Shockwaves is the signature publication of SCAA.

Fund Raisers

Our 54 Chapters have held a variety of awareness events to raise funds and draw attention to cardiac arrest and the importance

of bystander intervention. These events range in size and



shows, movie premiers, and elementary school, middle school and high school awareness campaigns. Chapters work closely with various community groups including the boys and girls scouts, chambers of commerce, VFW and Rotary clubs, churches and cardiac rehab centers to provide SCA education, outreach and survivor support. Our chapters held 34 fundraisers netting more than \$60,000 for SCAA education and AEDs to donations.

Website usage

Suddencardiacarrest.org site resources have increased by 40% this year and realize an average 3,000 visitors monthly. SCAA has an active social media presence, too, through LinkedIn, FaceBook, and Twitter. Our Facebook following has eclipsed 3,000 fans, and over 1,200 followers of SCAA tweets. The Inspire Online Survivor Community boast 1,100 users engaging in approximately 60 supportive conversations weekly.

Advocacy, Public Policy and Media Outreach

In addition to providing survivor support, SCAA raises awareness of sudden cardiac death through a grassroots and national public policy agenda and media outreach. SCAA and its chapters have contacted



their local, state and/or federal public officials via email, calls, letter writing campaigns and personal visits, to advocate on behalf of SCAA more than 100 times this past year, encouraging support of issues such as the Josh Miller Hearts Act, No Child Left Behind/Capps Legislation on CPR/AED requirements and the Rural Access to Emergency Device Program.

We implemented media outreach campaigns designed specifically for the specialty months -- Heart Month (February), CPR/AED Week (June) and SCA Month (October). Chapters furthered the campaign reach through their local work of obtaining Mayoral Proclamations, placement of Op/Ed feature articles raising awareness of SCA and a radio PSA earned an estimated 17 million impressions. Dr. Vince Mosesso, SCAA Medical Director recorded a radio news release on heart disease/failure and the importance of hearthealthy lifestyles that aired over 1,300 times on news/talk radio stations across the country during February.

Capitalizing on March Madness, SCAA reached out to sports media, sharing SCAA's 2010 PSA featuring University of Tennessee basketball coaches Pat Summit and Bruce Pearl to increase awareness of SCA and AEDs during the NCAA 2011 Mens & Womens Basketball Tournament.

SCAA monitors the media insuring response statements and educational material as the subject matter merits. Since January, SCAA and its chapters have worked tirelessly to expand our reach to the media. This year, SCAA and its

chapters have had 165 new stories recognized in the media.

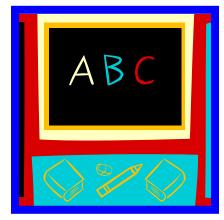
SCAA maintains connections with various organizations and coalitions focused on SCA, and serves as a thought leader to Duke Clinical Research SCA Thought Leadership Alliance Institute, Emergency Cardiovascular Care Update (ECCU) conference, Heart Rhythm Society Research Forum, Partnership to Improve Patient Care (PIPC) Coalition, National Prevention and Health Promotion Strategy Related to Heart Disease and Stroke Prevention, EMS Today, and works with WomenHeart, Mended Hearts, American College of Cardiology and the American Heart Association.

Working with the American Association of Cheerleading Coaches & Advisors, SCAA developed a campaign to increase awareness of SCA in youth and the importance of AEDs in public places. SCAA and Federal Aviation Administration are increasing awareness of SCA by providing educational materials for the agency's upcoming AED deployment initiative, in which AEDs will be deployed at all FAA federal buildings.

SCA Education Outreach

This year, 18 SCAA chapters conducted CPR/AED Training reaching 48,000 people. SCAA, through a partnership with Philips Inc, created the new **Keep It Beating CPR/AED program**. A "Train the Trainer" session will take place at the 2011 SCAA Annual Meeting, and the program will then be rolled out to high school students across the country through the SCAA nationwide network of chapters and affiliates.

Through development of *Saving Lives in Schools and Sports* publication, SCAA has reached nearly 25,000 high school



administrators, nurses, coaches, parents and athletic directors, to share information about SCA. The goal is to change the paradigm of unnecessary deaths from SCA by educating and empowering bystanders to act during an emergency situation.

Educational Placements: 38% of chapters have written and published at least one SCA focused article this year. Placements include Major

Health Screening: 19% of SCAA chapters conduct healthy heart screenings with each venture reaching approximately 5,000 people.

Donations to Improve Public Health - 71% of SCAA chapters donate AEDs annually. Placement of the AEDs range from nursery schools to churches, family support groups, police departments, VFWs and Disabled American Veteran facilities, Boys and Girls Clubs, schools, performing art centers and post offices, to name a few. Through the generous support of Cardiac Science, Defibtech and Zoll, nearly two dozen chapters were instrumental in placing 30 AEDs during CPR/AED Week. Other Chapters conducted community education events, heart screenings and local media outreach efforts to increase awareness of bystander intervention and SCA.

League Baseball game programs, various local and regional newspapers, public access TV and radio spots.

Navigating A National Approach to SCA Survival – 2011 SCAA Annual Conference

Nearly 300 people will descend upon Minneapolis, Minnesota, in September to learn about the "Continuum of Care in the Prevention, Treatment and Rehabilitation of SCA." Conference attendees will participate in various sessions including CPR/AED training, advancements in cardiac care, understanding how to keep young athletes safe, implementing a community PAD program and elevating the heart health of your community through creative "community friendly" healthy-heart programs. Additional sessions focused on the psychosocial recovery of cardiac arrest survivors and a chapter leadership track. Attendees will be treated to equipment and technology demonstrations by industry representatives and two dinner events celebrating SCA survivors and heroes, and recognizing outstanding corporate, medical and community groups working to improve SCA survival rates.

SCAA Leadership

SCAA board of directors has been working through its newly adopted strategic plan with focus on:

- 1. Greater Community Outreach through:
 - CPR/AED Awareness Program



- COPE: Recovery and Rehabilitation Program for survivors and healthcare providers
- First On the Scene EMS/First Responder Tool Kit
- 2. Fortification of SCAA chapters through development of best practices, a Chapter Achievement Program and enhanced communication
- 3. Continuation of Survivor Support Network and Resources
- 4. Advocacy: Leadership of Sudden Cardiac Arrest Coalition
- 5. News and media outreach
- 6. Partnership development and enhancement
- 7. Diversification of funding

To assist chapters carry out their mission, this year SCAA created 12 new "toolkits" providing step-by-step instructions on conducting various activities in the community....from using social media to conducting a fundraising golf tournament to recognizing professional responders and lay bystanders SCAA has helped chapter leaders expand efficiency and management operations.

Grazie, Merci, Diky, Thank you

SCAA wishes to thank the following organizations and individuals for their generous support:

AdvaMed Allina Healthcare System American College of Cardiology American Heart Association

Astra Zeneca **Boston Scientific** Cambridge Heart Cardiac Science Cincinnati Sub Zero

Defibtech

Edwards Lifesciences

Gavman GeneDx

Heart Rhythm Society

HeartSine

iCardiac Technologies

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Lifewatch Services Medivance Medtronic, Inc.

Medtronic Foundation Mended Hearts

Minnesota Resuscitation

Consortium

NorthStar Medical Equipment

Northwest Airlines

Pfizer pgx Health **Philips**

PhRMA Physio Control

SADS Foundation SOS Technologies

St. Jude Medical Foundation Take Heart Minnesota Vicor Technologies WomenHeart

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Speacht

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Greater Chicago

Greater Columbia Chapter Greenville Hawaii **Hoosier SCA** Houston **Indy Chapter** Iowa Kansas City Las Vegas Lehigh Valley Chapter

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Michigan Mid South Minnesota Northeast Ohio Northern New Jersey NW Arizona Heart **Matters Chapter** Ottertail County Queens Sacramento San Diego San Francisco Bay Area San Joaquin Chapter

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Fight to Save Lives!

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