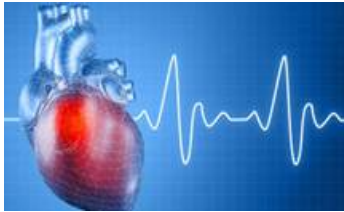


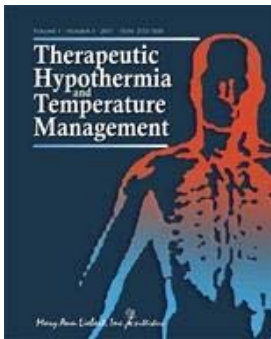
E-News & Updates

January 13, 2012

Hypothermia Therapy Improves Survival



“Baby its cold outside...” but more importantly, it needs to be cold inside. Hypothermia therapy improves survival and protects the brain after a cardiac arrest. An analysis of multiple studies has shown hypothermia therapy provides critical benefits for people who suffer cardiac arrest, through it remains under-utilized by hospitals and emergency medical service crews, according to researchers. Dr. Ron Walkman explains, patients who survive cardiac arrest typical suffer from brain damage or memory loss because of reduced or no blood supply to the brain. [Hypothermia Therapy](#) can slow the rate and minimize the damage.



Hypothermia Therapy in Underutilized in Cardiac Arrest cases

We know hypothermia therapy improves survival, yet a recent study of more than 26,000 patients indicates that hypothermia therapy was only used in 3.35% of cases of out-of-hospital cardiac arrests. “The fact that therapeutic hypothermia is underutilized at U.S. hospitals emphasized the need to identify and address barriers to this evidence-based therapy,” says W. Dalton Dietrich, PhD. The full study is published in the *Therapeutic Hypothermia and Temperature Management*, peer-reviewed [journal](#).



Trying to Stay Warm this Winter -- SCAA Store Has Just What You Need

Just in time for the cool winter days, SCAA has added new appeal, including SCAA logo blankets and long-sleeve shirts. Visit the store and help support SCAA. A portion of every purchase goes to support SCAA and the critical work we do to save lives.

Link to the store through www.suddencardiacarrest.org

A Look into the Future -- RhinoChill



BeneChill has introduced RhinoChill into the European markets. Rhino Chill is a device that uses a non-invasive nasal catheter to spray a liquid coolant into the nasal cavity at room temperature. As the liquid evaporates, heat is directly removed from the base of the skull and surrounding tissues via conduction and indirectly through the blood via convection. This helps stabilize a patient and improves the odds for successful recovery. The device is an easily transportable and designed for ambulances. For more information: <http://www.benechill.com/wp/rhinochill-trade/ems-use/>

Did You Make Your New Year's Resolution?



I hope that by now you have made your annual New Year's Resolution...and hopefully that including learning CPR – one of the most important live saving skills a person can learn. The Sudden Cardiac Arrest Association has a wonderful new program, Keep It Beating CPR/AED training course focused specifically to the youth population. It is a fun, informative class and provides teenagers with live saving skills to assist cardiac arrest patients. To find out about bringing the course to your school or community, visit: [Keep It Beating](#)



Marathons and Cardiac Arrest

I hope that The New England Journal of Medicine just published a study assessing the incidence and outcomes of cardiac arrest associated with marathon and half-marathon races in the U.S. from January 1, 2000, to May 31, 2010. Marathons and half-marathons are associated with a low overall risk of cardiac arrest and sudden death. Males are at a five time higher risk of SCA than females, the survival rate overall was 29%. Better chances of survival if bystanders performed CPR and used an AED. Cardiac arrest, most commonly attributable to hypertrophic cardiomyopathy or atherosclerotic coronary disease, occurs primarily among male marathon participants; the incidence rate in this group increased during the past decade. Older age and having run more previous long distance races also associated with survival. For more information visit:

<http://www.nejm.org/doi/full/10.1056/NEJMoa1106468>

Give the Gift of Life



Did you know, a donation of \$1,200 will allow SCAA to deploy an AED in a school, church, government building or other public gathering place? Please consider opening your heart through your wallet this season and help us [SCA-ve a Life!](#) Besides AEDs, a donation of \$10 enables SCAA to train students nationwide in CPR and AED use. For a \$100 donation, SCAA can provide psychosocial recovery and rehabilitation resources to survivors, family members and healthcare professionals. Any amount helps us increase awareness and advocate for heightened public response to the nation's leading cause of death, and we appreciate your support!

More SCAA Resources for You -- Always available on our website

www.suddencardiacarrest.org

C.O.P.E. – Don't Go It Alone

Between five to eight percent of those suffering an SCA survive – approximately 15,000 – 20,000 people survive SCA in the U.S. annually. Ninety percent of survivors suffer impairments to acts of daily living and the adjustment period of a post event is between 6-12 months. With such staggering numbers, little has been done to provide psychological and emotional support to patients and their families. The Sudden Cardiac Arrest Association recognizes this void and has developed COPE (Cardiovascular Outcomes; Psychosocial Education) as a resource for SCA survivors and their loved ones. COPE also provides resources for healthcare professionals caring for SCA patients. In addition to information on emotional, psychological, and neurological issues, you will find information for those suffering from brain trauma, and medical research, studies, and resources to assist healthcare professional provide greater support to [SCA survivors](#).

For more information about SCAA and how you can help save lives, visit www.suddencardiacarrest.org.

**Mark Your Calendar and
be there with SCAA for these Exciting Events!**

[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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