

# Napa County

## *HeartSafe Community*



# Application Packet



A Tradition of Stewardship  
A Commitment to Service



**Public Health**  
Prevent. Promote. Protect.

American Heart  
Association®   
*Learn and Live* SM





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## DO YOU LIVE IN A *HeartSafe* COMMUNITY?



- ♥ If someone in your community suffers a sudden cardiac arrest tomorrow, how likely is he or she to survive due to rapid access to life-saving treatment?
- ♥ Most cardiac arrests occur outside of a hospital. How many residents and public safety officials in your community can recognize the symptoms of cardiac arrest and know how to get help “on the way, right away?” Who knows CPR in your community and is prepared to administer it when necessary?
- ♥ Police are proven lifesavers when trained and equipped with automated external defibrillators (AEDs). Does your community’s police department respond to medical emergencies? Are they trained and equipped with AEDs?
- ♥ Do your community’s municipal buildings and schools have effective medical emergency response plans? Where are AEDs located and who has been trained to use them appropriately?

The answers to these questions could determine whether or not your community qualifies as a Napa County *HeartSafe* Community.

The Napa County Emergency Medical Services Agency (NCEMSA) and the American Heart Association (AHA) aim to help the communities in Napa County, improve their cardiovascular health and increase the chance for survival for anyone suffering from a cardiovascular emergency.

Through the *HeartSafe* Community program, Napa communities can implement programs to:

- Strengthen what the AHA has called the “Chain of Survival”.
- Improve cardiovascular health.
- Improve chances of survival from Sudden Cardiac Arrest (SCA).



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# Frequently Asked Questions

- ♥ **Who can apply to become a HeartSafe Community?**

Any municipality or organizational community is eligible to apply for the HeartSafe designation. Applicants can be determined by geographic locations or organization size. Geographic locations are cities or townships. Organizational applicants are determined by campus size and average daily population.
- ♥ **Is there an application fee?**

While there is no application fee, there are often costs associated with meeting the criteria to become a HeartSafe Community. Cost will vary depending on the Community's size and needs (e.g., CPR training, equipment and AED placement). A proper assessment of your Community will determine the needs.
- ♥ **Why should my community be designated a HeartSafe Community?**

By earning 'heartbeats' toward the designation, your team can strengthen your community in places that people live, work and play. This can reduce the number of deaths and disabilities associated with sudden cardiac arrest in your community.
- ♥ **When are HeartSafe Community applications due?**

Applications can be submitted to the NCEMSA at any time. Applications are reviewed and referred for designation on a quarterly basis.
- ♥ **Will an AED always resuscitate someone in cardiac arrest?**

The AED will look at the electrical activity of the heart. If the electrical activity is "chaotic" and needs a "restart" the unit will charge and be ready to shock. If someone is in cardiac arrest and the AED does not indicate a shock is needed, CPR should be continued immediately.
- ♥ **Is the AED safe to use?**

Absolutely! An AED is safe to use by anyone. If you can turn it on, you can use it. They are designed with multiple safeguards and warnings. You can receive more information by attending CPR classes.
- ♥ **Is there protection for public bystanders that administer CPR / AED?**

Yes, CA H&SC §1799.102(b)(2) "The Good Samaritan Law": *no person who in good faith, and not for compensation, renders emergency medical or nonmedical care or assistance at the scene of an emergency shall be liable for civil damages resulting from any act or omission other than an act or omission constituting gross negligence or willful or wanton misconduct. This is protection for public bystanders who provide CPR and/or use and AED.*
- ♥ **Can anyone buy an AED?**

Yes. However, AEDs are manufactured and sold under guidelines approved by the FDA. Current FDA rules require a physician's prescription to purchase most AEDs.
- ♥ **What do I need to submit in order to gain HeartSafe designation?**

You must submit a completed letter of intent to initiate the process. Once you have met the requirements for HeartSafe designation, submit your application, along with Heartbeat achievements to the NCEMSA for review and approval. The "Planning Checklist" worksheets are for your organizational needs. You may submit proof of meeting the requirements in any format you choose.



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# Resources

## National Resources

American Heart Association.....	<a href="http://heart.org">heart.org</a>
American Red Cross.....	<a href="http://redcross.org">redcross.org</a>
Anyone Can Save a Life.....	<a href="http://anyonecansave.org">anyonecansave.org</a>
Be the Beat.....	<a href="http://bethebeat.heart.org">bethebeat.heart.org</a>
Hands Only CPR.....	<a href="http://handsonlycpr.org">handsonlycpr.org</a>
Heart Rescue Project.....	<a href="http://heartrescuenow.org">heartrescuenow.org</a>
Heart Rhythm Foundation.....	<a href="http://heartrhythmfoundation.org">heartrhythmfoundation.org</a>
National Center for Early Defibrillation.....	<a href="http://early-defib.org">early-defib.org</a>
Parent Heart Watch.....	<a href="http://parentheartwatch.org">parentheartwatch.org</a>
Sudden Cardiac Arrest Association.....	<a href="http://suddencardiocarrest.org">suddencardiocarrest.org</a>
Sudden Cardiac Arrest Foundation.....	<a href="http://sca-aware.org">sca-aware.org</a>
Take Heart America.....	<a href="http://takeheartamerica.org">takeheartamerica.org</a>
CPR Around the World.....	<a href="http://cpraroundtheworld.org">cpraroundtheworld.org</a>
National HeartSafe Community.....	<a href="http://heartsafe-community.org">heartsafe-community.org</a>
PulsePoint Foundation.....	<a href="http://pulsepoint.org">pulsepoint.org</a>

## Local Resources

Napa County EMS Agency.....	<a href="http://countyofnapa.org/ems">countyofnapa.org/ems</a>
The Queen’s HeartSafe Program.....	<a href="http://thequeen.org/heartsafe">thequeen.org/heartsafe</a>
VIA Heart Project.....	<a href="http://viaheartproject.org">viaheartproject.org</a>

## AED Resources

Cardiac Science.....	<a href="http://cardiacscience.com">cardiacscience.com</a>
Defibtech.....	<a href="http://defibtech.com">defibtech.com</a>
Philips.....	<a href="http://healthcare.philips.com">healthcare.philips.com</a>
Physio-Control.....	<a href="http://physio-control.com">physio-control.com</a>
Heartsine.....	<a href="http://heartsine.com">heartsine.com</a>
Zoll.....	<a href="http://zoll.com">zoll.com</a>



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# Chain of Survival

## Chain of Survival – Critical Steps to Take in the Event of SCA

### A. Early Access to Emergency Care

- Bystanders recognize the symptoms of cardiac arrest and call 9-1-1 immediately.
- EMS dispatchers are equipped with instructions for the caller and can get basic and advanced level of service (ALS) response vehicles to the scene quickly.

### B. Early CPR

- CPR, when properly administered, buys precious minutes until a defibrillator is available.
- Public knowledge and awareness must be increased so that those trained in CPR will actually perform CPR when it is needed.

### C. Early Defibrillation

- Defibrillation is the delivery of electric shock to restore the heart's normal rhythm.
- Early defibrillation is considered to be the one of the most critical link in the Chain of Survival.
- AEDs are lightweight, sturdy and easy to use and should be deployed so that a shock can be delivered within 3 – 5 minutes.

### D. Early Advanced Care

- An ALS response vehicle staffed with qualified EMS professionals delivers advanced care in a timely manner.
- Additional therapies delivered by these personnel can be critical to the survival of cardiac patients.

### E. Integrated Post-Cardiac Arrest Care

- A comprehensive, structured, integrated and multidisciplinary, post-cardiac arrest / post-resuscitation system of care should be implemented in a consistent manner.





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# Application Information

## FOR HEARTSAFE COMMUNITY DESIGNATION

### Overview

The NCEMSA and AHA encourage and promote community awareness of the potential for saving the lives of sudden cardiac arrest victims through the use of CPR (cardiopulmonary resuscitation) and increased public access to defibrillation. The HeartSafe Communities project is a replicable model that seeks to strengthen the five links in the Chain of Survival, which has been documented to increase survival rates for cardiac arrest victims.

Communities achieve the HeartSafe recognition by developing and implementing a community action plan that includes: CPR and Automated External Defibrillator (AED) training; helping community members recognize the warning signs and symptoms of heart attack & sudden cardiac arrest; and activating community members to call 911 and use CPR / AED. Recognized HeartSafe Communities will place AEDs in strategic public locations where they are readily available to use in a cardiac emergency and develop a community emergency response plan that furthers the goal of saving lives from cardiac arrest.

The application process for a HeartSafe Community designation includes several steps. This process can take as little as a few months or in some cases, more than a year to accomplish everything. However, a key factor is not only applying and receiving the designation but the effort and plans that your community will put together for ongoing awareness and education about sudden cardiac arrest, CPR training and AED location identification. The following pages include a checklist for getting started, with suggestions for activities and tools that will make your program successful; charts for developing your program; and finally, the application. The application can be filled out as you are earning heartbeats or at the completion using your own records. However, it is recommended that you read the application completely before beginning so that you are aware of what you will need to document for the final application. For questions or technical assistance contact: Napa County Emergency Medical Services Agency at 707-253-4341 or [ems@countyofnapa.org](mailto:ems@countyofnapa.org)

### Acknowledgements

This program was adapted by the NCEMSA. We would like to acknowledge the following contributors and extend to them our sincere thanks: Contra Costa County EMS, HeartSafe Communities, Minnesota Department of Health, the VIA Heart Project, Queen of the Valley Medical Center, The PulsePoint Foundation, Physio-Control's HeartSafe Communities guidelines and the AHA.

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# HeartSafe Requirements

## What is a 'Heartbeat'?

Heartbeats are basically points. Every activity and step that your team identifies or plans will have a point value. One point will be assigned to every two individuals trained in CPR / AED and five points will be assigned to every publically placed AED. Points can vary for each part of the application. It is recommended that you calculate points based on what you know about your community in the planning stages to gauge next steps and how many you will need to acquire the designation.

## Communities $\leq$ 5,000

If your community population is 5,000 or less, **700** Heartbeats are required to become a designated HeartSafe Community. A minimum of **40** Heartbeats are required for CPR or CPR / AED training and identification of AEDs in the community. These requirements include a minimum of **80** newly trained CPR providers and **8** AED sites in public locations. Additionally, you must identify a lead organization and a champion and create a sustainability plan.

## Communities of 5,001 - 30,000

If your community population is between 5,001 and 30,000, **850** Heartbeats are required to become a designated HeartSafe Community. A minimum of **50** Heartbeats are required for CPR or CPR / AED training and identification of AEDs in the community. These requirements include a minimum of **100** newly trained CPR providers and **10** AED sites in public locations. Additionally, you must identify a lead organization and a champion and create a sustainability plan.

## Communities of 30,001 - 50,000

If your community population is between 30,001 and 50,000, **1000** Heartbeats are required to become a designated HeartSafe Community. A minimum of **100** Heartbeats are required for CPR or CPR / AED training and identification of AEDs in the community. These requirements include a minimum of **200** newly trained CPR providers and **20** AED sites in public locations. Additionally, you must identify a lead organization and a champion and create a sustainability plan.

## Communities of 50,001 - 100,000

If your community population is between 50,001 and 100,000, **1150** Heartbeats are required to become a designated HeartSafe Community. A minimum of **200** Heartbeats are required for CPR or CPR / AED training and identification of AEDs in the community. These requirements include a minimum of **400** newly trained CPR providers and **40** AED sites in public locations. Additionally, you must identify a lead organization and a champion and create a sustainability plan.

## Communities $>$ 100,000

If your community population is between 100,000 and 150,000, **1300** Heartbeats are required to become a designated HeartSafe Community. A minimum of **400** Heartbeats are required for CPR or CPR / AED training and identification of AEDs in the community. These requirements include a minimum of **800** newly trained CPR providers and **80** AED sites in public locations. Additionally, you must identify a lead organization and a champion and create a sustainability plan.



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# Planning Checklist

## Steps to Becoming a HeartSafe Community

### STEP 1: Community Buy-In

Identify a HeartSafe Community Champion, lead organizations, key partners and assess current community activities. The Champion will act as a catalyst to help community members articulate and achieve the requirements to become a designated HeartSafe Community. Tasks include: gathering a team, organizing and planning team meetings, and delegating tasks. The lead organizations and key partners will help the success of community buy-in. Finally, gauge where your community has already placed efforts and where additional work is needed. Many communities find that there are already programs in place that achieve some of the goals; be sure to identify ways that you can improve what has already been done.

Activity / Resource	Contact	Contact Info	Project / Role
Identifies local project champion(s)			<input type="checkbox"/> Leads effort <input type="checkbox"/> Assists <input type="checkbox"/> No role
Secure FD involvement			<input type="checkbox"/> Leads effort <input type="checkbox"/> Assists <input type="checkbox"/> No role
Secure hospital / clinic involvement			<input type="checkbox"/> Leads effort <input type="checkbox"/> Assists <input type="checkbox"/> No role
Secure school / local clubs: Kiwanis, Rotary, Elks			<input type="checkbox"/> Leads effort <input type="checkbox"/> Assists <input type="checkbox"/> No role
Secure local government involvement			<input type="checkbox"/> Leads effort <input type="checkbox"/> Assists <input type="checkbox"/> No role
Complete basic assessment of practices in your community			<input type="checkbox"/> Leads effort <input type="checkbox"/> Assists <input type="checkbox"/> No role

### STEP 2: Build Your HeartSafe Team

Your team includes a community medical facility, a survivor or family member of a cardiac arrest survivor, local law enforcement, local fire department, faith-based groups, youth organizations, school members and the business community. Many are included in step one. Consider the following additional team members:

Activity / Resource	Contact	Contact Info	Project / Role
Identify project coordinator			<input type="checkbox"/> Leads effort <input type="checkbox"/> Assists <input type="checkbox"/> No role
Recruit a local media member			<input type="checkbox"/> Leads effort <input type="checkbox"/> Assists <input type="checkbox"/> No role
Recruit local celebrities			<input type="checkbox"/> Leads effort <input type="checkbox"/> Assists <input type="checkbox"/> No role
Recruit local survivors and family members			<input type="checkbox"/> Leads effort <input type="checkbox"/> Assists <input type="checkbox"/> No role
Recruit local CPR instructors and AED sales groups			<input type="checkbox"/> Leads effort <input type="checkbox"/> Assists <input type="checkbox"/> No role



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### STEP 3: Identify Community and Fiscal Needs

Define your community needs to achieve designation as a HeartSafe Community. Document criteria already in place in your community and identify where additional work is needed and research funding options or ways to meet those needs if required. Engage your HeartSafe team and community partners to help complete your goals. Use the worksheets to help guide you in determining the goals of your team. Determine fiscal needs and resources for the selected projects.

Activity / Resource	Requests	Contact Agency	Funding Received
Prepare budget for projects	Project Leader:		
Funding from local healthcare organizations	<input type="checkbox"/> Funds rec' <input type="checkbox"/> No Funds/deny <input type="checkbox"/> Considering Funding		
Funding from local government	<input type="checkbox"/> Funds rec' <input type="checkbox"/> No Funds/deny <input type="checkbox"/> Considering Funding		
Funding from private business / corporations	<input type="checkbox"/> Funds rec' <input type="checkbox"/> No Funds/deny <input type="checkbox"/> Considering Funding		
Potential fundraising	<input type="checkbox"/> Funds rec' <input type="checkbox"/> No Funds/deny <input type="checkbox"/> Considering Funding		
Potential grants / foundations	<input type="checkbox"/> Funds rec' <input type="checkbox"/> No Funds/deny <input type="checkbox"/> Considering Funding		

(Suggested activities: purchase training equipment; additional AED placement; create a calendar of community events; or develop training plan within area schools.)

Activity / Resource	Action Needed	Contact / Info	Funding Needed	Date Completed

### STEP 4: Letter of Intent

Complete Letter of Intent and return to Napa County, Emergency Medical Services Agency.





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## Step 5: Implementation

Implementation can progress in a variety of ways. Each community will determine the best possible plan for accomplishing their goals. Use the application as a tool to determine areas that can be improved upon. Even if you are able to meet the heartbeat criteria, consider improvements that will benefit your community. Often just the process of completing the application and well developed publicity plan can create awareness in your community.

Activity / Resource	Lead / Info	Location / Details	Project / Role
Hold a kick-off event and launch announcement			<input type="checkbox"/> Media <input type="checkbox"/> Partner Participation <input type="checkbox"/> Community Participation
Develop / conduct community presentations on the program			<input type="checkbox"/> Media <input type="checkbox"/> Partner Participation <input type="checkbox"/> Community Participation
Produce collateral (print, radio, flyers, etc.) to promote program			<input type="checkbox"/> Media <input type="checkbox"/> Partner Participation <input type="checkbox"/> Community Participation
Develop the program-Name, Website, Contact, Numbers			<input type="checkbox"/> Media <input type="checkbox"/> Partner Participation <input type="checkbox"/> Community Participation
Generate news coverage of events			<input type="checkbox"/> Media <input type="checkbox"/> Partner Participation <input type="checkbox"/> Community Participation
Develop co-branded materials with partners for community distribution			<input type="checkbox"/> Media <input type="checkbox"/> Partner Participation <input type="checkbox"/> Community Participation
Organize mass and/or community CPR / AED trainings			<input type="checkbox"/> Media <input type="checkbox"/> Partner Participation <input type="checkbox"/> Community Participation
Participate in community events- parades, carnivals, and fairs			<input type="checkbox"/> Media <input type="checkbox"/> Partner Participation <input type="checkbox"/> Community Participation
Develop / organize 911 / CPR / AED awareness programs			<input type="checkbox"/> Media <input type="checkbox"/> Partner Participation <input type="checkbox"/> Community Participation
Record numbers trained in CPR and AED			<input type="checkbox"/> Media <input type="checkbox"/> Partner Participation <input type="checkbox"/> Community Participation
Locate AEDs in your community, help owners register their AEDs			<input type="checkbox"/> Media <input type="checkbox"/> Partner Participation <input type="checkbox"/> Community Participation
Develop and implement a plan to place new AEDs where needed			<input type="checkbox"/> Media <input type="checkbox"/> Partner Participation <input type="checkbox"/> Community Participation
Document and publicize success			<input type="checkbox"/> Media <input type="checkbox"/> Partner Participation <input type="checkbox"/> Community Participation
Ongoing evaluation of outcomes			<input type="checkbox"/> Media <input type="checkbox"/> Partner Participation <input type="checkbox"/> Community Participation

## Step 6: Submit Application

Using your completed worksheets, complete the Formal Application and submit it to:

Mail: Napa County Emergency Medical Services  
Attn: Shaun Vincent  
2751 Napa Valley Corporate Drive, Bldg. B  
Napa, CA 94558

E-mail: [ems@countyofnapa.org](mailto:ems@countyofnapa.org)

Phone: (707) 299-2155

Fax: (707) 299-4126



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## STEP 7: Gain Recognition

Gain recognition as a HeartSafe Community. Determine how to distribute / place community incentives and recognition signage.

Communities can use their newly gained HeartSafe Community recognition as an opportunity to celebrate by having the Mayor sign a Proclamation, promoting a heart healthy community celebration and inviting local media to cover the events.

Activity / Resource	Lead / Info	Location / Details	Project / Role
Plan award ceremony - city council meeting, public event or other			<input type="checkbox"/> Media <input type="checkbox"/> Partner Participation <input type="checkbox"/> Community Participation
Develop and share media releases regarding award ceremony			<input type="checkbox"/> Media <input type="checkbox"/> Partner Participation <input type="checkbox"/> Community Participation
Consider additional publicity of success - city website, notices, etc.			<input type="checkbox"/> Media <input type="checkbox"/> Partner Participation <input type="checkbox"/> Community Participation
Display signs - consider events and media for each posting			<input type="checkbox"/> Media <input type="checkbox"/> Partner Participation <input type="checkbox"/> Community Participation
Determine continued work of the team			<input type="checkbox"/> Media <input type="checkbox"/> Partner Participation <input type="checkbox"/> Community Participation
Determine group that will continue ongoing strategies			<input type="checkbox"/> Media <input type="checkbox"/> Partner Participation <input type="checkbox"/> Community Participation





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# Napa County

Application Form for

## HeartSafe Community Designation

The NCEMSA and the AHA encourage and promote community awareness regarding cardiovascular health and the potential for saving the lives of persons with cardiac emergencies.

In order to increase this awareness, the NCEMSA has launched an initiative to designate Napa cities, towns and communities as *HeartSafe Communities*.

A *HeartSafe Community* VIGOROUSLY supports:

- Strategies that improve the chances of favorable outcome for victims of acute event emergencies such as heart attack, stroke and cardiac arrest.
- Promotion of cardiovascular health and early detection of cardiovascular disease.

Designation as a *HeartSafe Community* is determined by gaining “heartbeats” (points). The number of heartbeats necessary for designation depends on a community’s population.

To qualify as a *HeartSafe Community*, please complete all the information requested in this form and score your community by selecting the category below that agrees most closely with your community’s population.

### Name of City / Town / Community seeking designation:

City / Town / Community: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

### Chief Elected / Appointed Official (or designee):

Name: \_\_\_\_\_ Job Title: \_\_\_\_\_

Business Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Job Title: \_\_\_\_\_

Phone # (\_\_\_\_\_) \_\_\_\_\_ Email Address: \_\_\_\_\_



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**Lead Organization for Coordination of *HeartSafe* Designation (or designee):**

Name: \_\_\_\_\_ Job Title: \_\_\_\_\_

Business Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Job Title: \_\_\_\_\_

Phone # (\_\_\_\_) \_\_\_\_\_ Email Address: \_\_\_\_\_

**Indicate your community's population and the total number of heartbeats earned for designation (see attached worksheet).**

\_\_\_\_\_ Community Population

\_\_\_\_\_ Total Number of Heartbeats Earned

I attest that all information contained in this application is correct. Supporting documentation is on file for review.

**City / Town / Community Official Title:** \_\_\_\_\_

Name (Print): \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please **mail / email** this application and worksheets to the address listed below.

**Napa County Emergency Medical Services  
Attn: Shaun Vincent ~ [ems@countyofnapa.org](mailto:ems@countyofnapa.org)  
2751 Napa Valley Corporate Drive, Bldg. B  
Napa, CA 94559**

Department USE ONLY  Recommended  Not Recommended (*Explanation Attached*)  
Recommendation

Name / Title (Print): \_\_\_\_\_ Signature: \_\_\_\_\_

**AWARD PRESENTED**

Location: \_\_\_\_\_ Date: \_\_\_\_\_



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## Please use this sheet to calculate your community's Heartbeats.

	Heartbeats
A lead organization (e.g. fire, police, ambulance) is designated to oversee the <i>HeartSafe</i> effort involving community organizations (e.g., businesses, schools, churches) and coordinating with EMS. <b>(100 Heartbeats – mandatory)</b>	<input type="text"/>
911 Enhanced system in place <b>(25 Heartbeats – mandatory)</b>	25
Local agency responsible for dispatching police, fire, and/or EMS has personnel trained in Emergency Medical Dispatch (EMD) and provides instructions to the caller for a zero-minute response time for medical care. <b>(50 Heartbeats – mandatory)</b>	50
An on-going community awareness campaign. (See On-going Awareness Campaign attachment) <b>(50 Heartbeats – mandatory)</b>	<input type="text"/>
Increase in citizen responders. Conduct community CPR / AED training sessions. A community will earn 10 heartbeats for offering CPR / AED training courses through the city / town / community. Additional heartbeats earned, depends on your community's population; refer to the Heartbeat Worksheet. Goal is 10% of community population trained. <b>(80 Heartbeats minimum – mandatory)</b>	<input type="text"/>
Local Law Enforcement Agency has trained personnel, is equipped with AEDs and are dispatched to appropriate medical emergencies. <b>(50 Heartbeats)</b>	<input type="text"/>
Fire First Responders have trained personnel, are equipped with an AED and are dispatched to appropriate medical emergencies. <b>(50 Heartbeats – mandatory)</b>	50
Schools and municipal buildings have effective emergency response plans (ERP) that may include CPR and AED utilization. <b>(20 Heartbeats for ERP in schools / municipal buildings – mandatory)</b>	<input type="text"/>
Public Access Defibrillation Program - Placement of a permanent AED in target areas throughout the community. For required AED placement, refer to the "Heartbeat Worksheet." <b>(60 Heartbeats minimum – mandatory)</b>	<input type="text"/>
A program is in place to track AEDs in public locations and to reduce response times to early defibrillation. AED locations are shared with local dispatch agencies to assure that dispatchers are able to help the caller get the AED off the wall and onto the patient. <b>(50 Heartbeats)</b>	50





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## Please use this sheet to calculate your community's Heartbeats.

**Heartbeats**

These activities and points can be allocated to your community's process to improve and evaluate cardiovascular health in the community.

Healthy Weight: Opportunities for obesity and overweight reduction. This would include sidewalks in neighborhoods, footpaths, neighborhood parks, nutrition counseling, walking programs, access to support groups and free access to community gymnasiums and fitness centers.  
(10 Heartbeats)

Access to Care: This would include readily access to screenings, counseling for risk reduction and referral to quality physicians to reduce risk.  
(10 Heartbeats)

Tobacco Control: Adherence to the smoke-free worksite law, zero sales to minors, cessation and treatment opportunities available, accessibility to the patch and community counseling.  
(10 Heartbeats)

City / Town ordinance requirement of an AED(s) in large buildings, multi-story buildings and/or buildings with large numbers of occupants where first responder access may be impeded due to building use, occupancy, location, layout, construction or other reasons.  
(50 Heartbeats)

Have an on-going process to evaluate and improve cardiovascular health and prevention in the community.  
(10 Heartbeats)

**Total Heartbeats Earned:**

**Please use this space to describe your community's plan for evaluating and improving cardiovascular health and prevention in the community (Use extra pages if necessary).**

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## On-Going Community Awareness Campaign

Most people wait two (2) hours or more to seek medical assistance after experiencing symptoms of a heart attack. Further, countless people travel to the emergency room by privately owned vehicle with symptoms of a heart attack. Both of these issues are contributing factors to the high mortality rate associated with heart attacks. Ideally, people experiencing symptoms or those with someone experiencing symptoms will dial 9-1-1 right away for care and transport to a hospital in an ambulance.

An ongoing community awareness campaign should not only include information on how a person can reduce their risk of having a heart attack, SCA or stroke, but just as importantly what to do should it occur. Examples of inclusion in a community awareness program are:

- ♥ A unique marketing campaign that includes information on:
  - Cardiovascular disease risk factors.
  - Prevention techniques.
  - Signs and symptoms of a cardiovascular emergency.
  - Importance of The Chain of Survival.
  - Importance of early activation of 9-1-1.
  - How to call 9-1-1.
  - Importance of immediate initiation of CPR.
  - Knowledge of public access AEDs and the importance of using available AEDs.
  - HeartSafe program.
  
- ♥ Development and implementation of a system to track and evaluate the effectiveness of various marketing tools and methods.

While prevention is the preferred method of reducing the loss of life from a cardiovascular emergency, history has shown if the focus is on prevention alone you will have little impact on decreasing the incidence of SCA.

Our goal is community awareness of the signs and symptoms of a cardiovascular emergency (heart attack, stroke or sudden cardiac arrest) and at least 90% of the time residents activate the 9-1-1 system for cardiovascular related problems in lieu of going to the hospital by a privately owned vehicle.

