



Media Contact: Jill Talley
202-534-1875

jtalley@suddencardiacarrest.org

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

WASHINGTON, DC (October 7, 2011) – Furthering efforts to increase public safety and consciousness of sudden cardiac arrest (SCA) in communities across the country, the Sudden Cardiac Arrest Association (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. The awards were presented Saturday, September 24, 2011, at the SCAA Benefit and Awards Dinner in Minneapolis, Minnesota, taking place in conjunction with the 2011 SCAA Annual Meeting.

“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.”

SCA is the nation’s leading cause of death, killing nearly 300,000 Americans each year. SCA is different than a heart attack; rather SCA is generally associated with an electrical disruption of the heart’s ability to properly function. Less than eight percent of victims survive because they do not receive immediate cardiopulmonary resuscitation (CPR) and the shock of an automated external defibrillator (AED) to maintain blood circulation and restore the heart’s natural rhythm.

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 developed 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.

###

About the Sudden Cardiac Arrest Association

SCAA is the nation's largest non-profit advocacy organization exclusively dedicated to SCA awareness and prevention. Its membership is comprised of SCA survivors, medical professionals, patient advocates, emergency responders, educators and legislators dedicated to promoting solutions to prevent sudden cardiac death through increased awareness, immediate bystander action, public access to defibrillation (PAD) and access to therapies. For more information, please visit www.suddencardiacarrest.org.