

### **SCAA Celebrates National SCA Awareness Month**



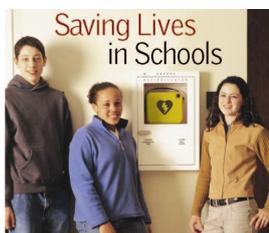
Congress designated October as National SCA Awareness Month, and SCAA is blanketing the country in awareness and outreach efforts to increase the national survival rate of SCA. Earlier this month, SCAA launched the ["SCAve-a-Life"](#) campaign to place AEDs in public gathering places, provide psychosocial resources to survivors and their family members and conduct CPR/AED training in high schools. "Many people don't realize how a simple contribution of \$5 or \$10 can add up and truly make a difference, and this campaign shows them precisely how their donation benefits SCA awareness and survival," said Lisa A. Levine, president of SCAA. Additionally, both SCAA National and a number of chapters from across the country are conducting an Op/Ed letter writing campaign, specifically targeting local media outlets to play a valuable role in the fight to increase awareness and save lives directly in their communities.

### **Take a Stand Against Sudden Cardiac Arrest on Capitol Hill**



Join the SCA Coalition, in cooperation with the Congressional Heart & Stroke Caucus, for ["Take a Stand Against SCA"](#) on October 26, 2011, to learn the basics of Hands Only CPR and AED use. Members of Congress and legislative aides will learn first hand how to perform "hands only CPR" and use an AED, and you can, too! The event also features remarks from SCA survivors and will include an address from Representative Lois Capps (D-CA) on how Congress is getting involved to increase survival rates of SCA. The event takes place at the Rayburn House Office Building in Washington, DC, from 4:00 to 6:00 p.m. and is open to the public. If you cannot attend, please urge your member of Congress to attend. It's imperative that they know that SCA survival can be increased in their own districts.

### **Federal, State Legislation Show Progress in Government Focus on SCA**



Representative [Lois Capps](#) (D-CA) has introduced the "Teaching Children to Save Lives Act of 2011" in the House of Representatives. The bill would help strengthen the chain of survival by providing grants for local educational programs to teach school children and teens CPR and how to use an automated external defibrillator (AED). "By training a generation of students in emergency response, we can dramatically reduce the rate of death from sudden cardiac arrest in our country," notes Capps, a long-time advocate of heart-health and emergency response legislation.

In other legislative developments, members of the Pennsylvania house of representatives unanimously passed the ["Sudden Cardiac Arrest Prevention Act"](#) introduced by state Representative Mike Vereb. The bill mandates training for coaches about various medical conditions, such as SCA, affecting young athletes and requires medical approval of a student athlete's return to play status. The bill now moves to the state Senate, where it is expected to be passed, and could possibly be signed into law by the end of 2011.

### **Medical Device Approval and Coverage Process at FDA, CMS to Speed Up**



For years, industry and patients have often experienced frustration that the government's medical device approval processes were slow and archaic, delaying potentially lifesaving devices and treatments from entry into the marketplace. Now, the Food and Drug Administration (FDA) along with Centers for Medicare and Medicaid



The Food and Drug Administration (FDA) along with Centers for Medicare and Medicaid Services (CMS) are launching a [parallel review pilot program](#) to reduce the time it takes for a device to become approved by the FDA and then cleared and covered by CMS. "The pilot program will help the FDA and CMS streamline the parallel review process so that it works efficiently for expedient patient access to safe and effective

medical devices," said Dr. Jeffrey Shuren, director of the FDA's Center for Devices and Radiological Health in a statement.

The pilot program will last for two years and will only accept three to five innovative submissions per year in order to keep costs low.

## New Research Identifies Top Causes of SCA Death Unrelated to Coronary Problems



Researchers in Finland examining [sudden cardiac deaths](#) not attributed to coronary artery disease found that 22 percent were linked to common causes such as alcohol consumption and obesity. The remaining 78 percent of deaths were attributed to plaque buildup in coronary arteries. The study examined autopsies of nearly 2,700 people who died from sudden cardiac death. Alcohol consumption was the most common cause (about 26 percent) in people ages 40 to 59, and obesity was the most common cause (almost 23 percent) in people older than 60. Findings were published October 3 in the journal *HeartRhythm*.

## MRI Exam Safe for Patients with Pacemakers, Defibrillators



According to research from Johns Hopkins University, [magnetic resonance imaging](#) (MRI) can now be safely conducted on patients with pacemakers or internal cardioverter defibrillators, as long as precautions are taken. Those precautionary steps focus on excluding certain types of patients and devices - mainly older ones - that are more prone to interference. Prior to MRIs taking place, researchers advise that the devices should be programmed to be less vulnerable to electromagnetic interference. Lead author Dr. Saman Nazarian notes that "the risk of MRI in a cardiac rhythm management device (CRMD) could be overestimated, and the presence of CRMD should no longer be considered an absolute contraindication to MRI." Results appear in the October 4 issue of the *Annals of Internal Medicine*.

## Missed the Annual Meeting? Presentations and Photos Available on SCAA Web Site

There were tears, laughs, reflections and energy flowing at the 2011 SCAA Annual Meeting, September 23-25, and in case you missed it, we captured the scenes from Minneapolis. Various medical and delegate educational [presentations](#) as well as photos from the [SCA Survivor & Heroes Celebration](#) and [Awards Dinner](#) are available via the Annual Meeting page of the SCAA Web site.

## Extra! Extra! Read All About SCA in the News

Check out how SCAA National and chapters across the country have been making news on the SCA front.

[Teaching Others to Save Lives Means Removing Fear, Apathy and Blinders at Home](#)

Op/Ed

SCAA

October 5, 2011

[Mom on a Mission](#)

Bakersfield, California

KGET TV 17

October 10, 2011

[Student's Heart Stops; Teachers Step In](#)

NBC's *The Today Show*

October 10, 2011

[Arizona Town Declares October as SCA Awareness Month](#)  
Gilbert, Arizona

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

National SCA Awareness Month: October 1-31, 2011

[NASEMSO Annual Meeting](#): October 2-7, 2011

["Take a Stand Against SCA"](#): October 26, 2011

[Georgia Arrythmia SCARE 5K Run/Walk](#): October 29, 2011

[American Heart Association Scientific Sessions](#): November 12-16, 2011

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