



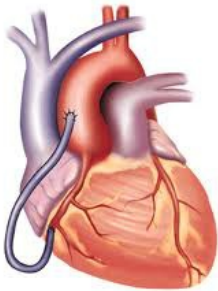
Sudden
Cardiac Arrest
Association

Power and passion, saving lives

E-News & Updates

December 2, 2011

SCAA Develops New Media Tools to Educate Public About SCA



Coinciding with the launch of SCAA's new CPR/AED training initiative, "Keep it Beating," SCAA has developed new public service announcements (PSAs) and marketing collateral to educate the public on the difference between SCA and heart attack, the importance of bystander intervention and basic CPR/AED lifesaving skills to implement during a cardiac emergency. Working with the American University School of Communication Visual Literacy program, students from across the country researched cardiac arrest in depth, created unique messaging techniques and ultimately produced 15-second, 30-second, 60-second and longer videos, along with marketing posters designed to engage America's youth about the public health crisis of SCA. To see some of the new material, visit the SCAA Web site and select Resources, then [Multimedia](#).

Give the Gift of Life by Donating to SCAA this Holiday Season



AEDs might be a little large for a stocking stuffer, but they still make great gift ideas. In fact, 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 holiday 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!

New AED Bill Introduced in Congress to Protect Good Samaritans



State laws differ dramatically on who is eligible for immunity as a good Samaritan - whether trained personnel, on-duty emergency medical responders or even general bystanders. This week Representative Pete Olson (R-TX) introduced the Cardiac Arrest Survival Act, [H.R. 3511](#), federal legislation that would save lives and protect citizens who use AEDs in cases of medical emergencies. "No one should die because a potential good Samaritan fears being sued," Olson said. "This common sense legislation provides peace of mind for bystanders and will encourage greater deployment of AEDs in public and private establishments."

SCAA has been working with Dr. Jonathan Reiner, director of the cardiac catheterization laboratories at the George Washington University Hospital, and the Cheney Cardiovascular Institute, Washington, DC, to develop this legislation. The bill does not indemnify device manufacturers or create any liability protections

that do not already exist.

Heart Disease Screening Services Now Covered Under Medicare



The Centers for Medicare and Medicaid Services (CMS) will begin covering annual doctor visits that screen for hypertension and prevention of heart disease with no additional out-of-pocket expense incurred by beneficiaries. The Agency identified three key elements for expanded coverage of cardiovascular disease risk, which include:

- screening for high blood pressure in adults age 18 and older
- counseling to promote healthy diet
- encouraging use of aspirin as a primary prevention tool in certain populations

Services can be provided by primary care physicians, internists or nurse practitioners. To see how much CMS will pay for the expanded service, view the 2012 [physician fee schedule](#).

Extra! Extra! SCAA National and Chapters are Making News



[In response to: AEDs May Not Cut Hospital Deaths](#)

Washington Post
November 28, 2011

[What it Means to Be a Good Samaritan](#)

Voice of America
November 22, 2011

[New Support Group in Town](#)

KTUL
Tulsa, Oklahoma
November 15, 2011

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!**

[NAEMSP Annual Meeting](#): January 12-14, 2012

[Parent Heart Watch Annual Conference](#): January 13-15, 2012

[EMS Today](#): February 28-March 3, 2012

[American College of Cardiology](#): March 24-27, 2012

[Heart Rhythm Society Annual Conference](#): May 9-12

[Emergency Cardiovascular Care Update](#): September 11-15, 2012

[SCAA](#) [Fact Sheets](#) [Facebook](#) [Twitter](#) [LinkedIn](#) [Donate](#)

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