About SCAA

SCAA is the nation's largest nonprofit patient advocacy organization solely dedicated to SCA awareness and survival. Our more than 5,000 members are survivors, family members, nurses, emergency responders, physicians and patient advocates committed to increasing awareness of SCA and advocating for a robust national response to address the nation's leading public health crisis.

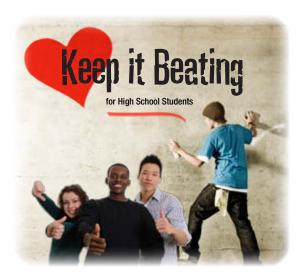
About Philips

Royal Philips Electronics of the Netherlands is a diversified health and well-being company, focused on improving people's lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of "sense and simplicity." Philips provided funding to develop this program.

To schedule a "Keep it Beating" session or for more information, visit www.suddencardiacarrest.org or call (202) 534-1875.



Sudden Cardiac Arrest Association 1250 Connecticut Ave,NW, Suite 800 Washington, DC 20036 www.suddencardiacarrest.org 202-534-1875 SCAA-info@suddencardiacarrest.org



In one city, it was a cheerleader at a football game. In another, a teacher collapsed in front of a classroom full of students. And in another, a parent attending a basketball game dropped to the floor without warning. They all have one thing in common: sudden cardiac arrest (SCA).

SCA is an electrical disruption of the heart's natural rhythm that strikes without warning. It affects people of all ages, gender and race — even young students and seemingly healthy people like professional athletes.

Find out how to

Keep it Beating

in your school.







It's a crisis that school administrators are trained to handle, and having an AED on campus and an emergency action plan in place can mean the difference between life and death. But an AED and an emergency plan are meaningless if people don't intervene regardless of whether the SCA occurs on school grounds, at home or some other public gathering place. Without bystander assistance in the form of CPR and AED use, 95 percent of victims do not survive.

There is, however, a way to reverse this trend, and the key is to develop a trained citizenry to intervene as bystanders. Sudden Cardiac Arrest Association (SCAA) offers a nationally recognized secondary CPR/AED training program called "Keep it Beating" which teaches today's students to become tomorrow's leaders by recognizing, developing and applying lifesaving techniques in response to SCA and other cardiac emergencies.

About "Keep it Beating"

"Keep It Beating" has been designed especially for school administrators who are increasingly constricted by less funding and tight academic schedules. While the thought of training students in CPR/AED is appealing, actually undertaking this effort is most often met with challenges and delays. "Keep it Beating" provides students a comprehensive learning experience and administrators with flexibility to select an educational structure that best fits the school's needs.

The program:

- is approved by the SCAA Medical Director, follows the latest American Heart Association guidelines and is taught by professional trainers from the SCAA community.
- consists of two 45 minute sessions, which can be given during class time as part of a health or sports program, or after school if class time is not available. Part 1 focuses on how the heart functions, performance of CPR and administration of shocks from an AED; Part 2 provides hands-on practice sessions to perfect their lifesaving skills.

- provides all training material, manikins and equipment. (School should provide an LCD projector and screen.)
- provides the school with access to promotional material to share with students and parents. SCAA will also provide access to promotional flyers and posters to post around the school facility to draw awareness to the upcoming program.
- includes a Final Report issued to the school detailing how many students were trained, what they learned, and how they felt about the course. Students also receive cards indicating they have completed training in CPR/AED use.
- offers students a way to fulfill part of their community service requirement, in addition to expanding the school's public safety.
- is provided at no charge, though donations are greatly appreciated.

Why Students?

Training all secondary education students will add a million trained bystanders to the population every few years. Since most SCA occurrences take place at home, students who are trained as rescuers are prepared to help save lives at home. They can also share techniques and knowledge gained from the program with parents, siblings and other relatives. Trained students can also save lives at public gathering places like shopping malls, fitness centers, churches and even schools - which increasingly are home to many events aside from academic instruction that welcome visitors, fans, voters and others from outside the school environment.

Why people don't intervene?

According to a recent study by the American Red Cross, roughly 25 percent of Americans have witnessed a medical emergency where the patient could have benefited from CPR. Sadly, less than half of those bystanders actually stepped in to help. People choose not to intervene for a number of reasons, including:

- fear of legal ramifications
- fear of causing more physical harm
- assume others will intervene
- simply don't know how to help
- lack of publicly accessible AEDs

Numerous states across the country are revamping their Good Samaritan laws to provide expanded protection to bystanders who act in "good faith" performing CPR and using an AED. Federal legislation has also been introduced to increase the number of publicly-accessible AEDs in

schools and other public venues. While removing legal roadblocks helps to create a favorable bystander environment, removing personal fear and anxiety can best be accomplished through education.

How SCAA Can Help Schools Implement "Keep it Beating"

Fundraising: "Keep it Beating" is currently offered at no charge. Should schools consider fundraising to conduct an even more customized training approach, SCAA has experience reaching out to local organizations like the PTA, Rotary, and other civic groups, and can work with schools to identify potential funding sources. Our goal is to transform the nation's response to SCA, and no child should be refused the chance to learn these lifesaving skills because of lack of funding.

Marketing: We've found that students have a natural desire to create social change and improve life in their own communities. Engaging them in today's social media culture, where they are bombarded daily with messages, is challenging. From advertisements and posters to community newspaper placements and even school radio and morning announcement programs, SCAA has developed diverse communication and marketing strategies and can work with schools on an individual basis to implement compelling tools that effectively resonate with students.



www.suddencardiacarrest.org



Together, we can Keep it Beating!