



**2008 Annual Report**  
**on**  
**Advocacy, Awareness, Education and Impact**



# Sudden Cardiac Arrest Association

POWER AND PASSION... SAVING LIVES

## Sudden Cardiac Arrest Association 2008 Annual Report

The Sudden Cardiac Arrest Association (SCAA) is the nation's largest public advocacy organization singularly focused on sudden cardiac arrest awareness and prevention. Founded largely by a group of sudden cardiac arrest (SCA) survivors, SCAA now comprises a growing network of chapters and affiliates that unite SCA survivors, those at risk of sudden cardiac arrest, as well as physicians, nurses, emergency professionals, and others touched by SCA who are interested in being advocates in their communities and beyond. Our membership is dedicated to promoting solutions to prevent sudden cardiac death including increased awareness, immediate bystander action, and broad knowledge of CPR, public access to defibrillation (PAD), better public understanding of risk factors, improved cardiovascular health, and access to preventive therapies for those at risk.

### 2008 Highlights

2008 was a pivotal year for SCAA. It marked the implementation of the SCAA growth plan through the development of a network of chapters and affiliates, whose volunteers work in their respective communities to educate, advocate and help save lives. Corresponding with this growth plan, SCAA's membership has grown; SCAA's website, communication, and educational materials have been enhanced; and SCAA's public visibility, credibility, and outreach have vastly expanded.

Among the key accomplishments noted by year-end 2008:

- 36 chapters and affiliates were chartered.
- SCAA membership grew more than 300 percent to more than 1,800 SCA survivors, patients, medical and industry professionals, and others touched by SCA.
- The SCAA website ([www.suddencardiacarrest.org](http://www.suddencardiacarrest.org)) was re-launched with a vibrant library of information and reference materials, with traffic growing to more than 2,000 unique visitors and 10,000 page views each month
- The SCAA newsletter *Power Points* began publishing on a regular schedule and circulates to nearly 5,000 people each quarter.
- SCAA began collaborating with more than two dozen hospitals and cardiac clinics through our network of chapters and affiliates.
- SCAA hosted its inaugural annual meeting, along with a successful medical education conference co-sponsored by the University of Pennsylvania, with more than 150 medical professionals and SCAA advocates in attendance.
- In conjunction with the annual meeting, SCAA and the University of Pennsylvania Emergency Department's Center for Resuscitation Science completed a research project that polled nearly 400 SCA survivors (findings awaiting publication).
- SCAA launched an Awards Dinner event to recognize medical, industry, and public leaders in the fight to prevent sudden cardiac death.
- SCAA published its *Saving Lives in Schools and Sports* booklet for use in advocacy and education initiatives and distributed more than 8,000 copies in its first press run.
- SCAA co-chaired the SCA Coalition, which resulted in the passage of a Congressional resolution to annually declare October as "Sudden Cardiac Arrest Awareness Month."
- SCAA produced three successful public service broadcast advertisements for Fox Sports (with Washington State University basketball coach June Daugherty, who is an SCA survivor), ABC Radio network (with George Stephanopoulos), and NBC television/radio (with Tom Brokaw) that were viewed and heard by millions of Americans.

- In partnership with American Airlines, Northwest Airlines, Southwest Airlines, United Airlines, and US Airways, in-flight magazine features and advertisements addressed the subject of cardiac arrest response and prevention, which were seen by more than 10 million travelers.
- A billboard campaign was initiated at Thurgood Marshall Baltimore-Washington International Airport, Ronald Reagan Washington National Airport, and Washington Dulles International that honored airport employees who had saved passengers using airport-installed automated external defibrillators (AEDs) and encouraged passengers to be prepared to help others if they see someone collapse.

In addition to these major accomplishments and initiatives, SCAA staff and volunteers played a key role in carrying out a broad agenda of awareness, education, advocacy, media outreach, public recognition, and patient support. The impact and success of those programs is included in the summary of activities that follow, which only begins to touch on the many initiatives of our dedicated volunteers.

### Public Awareness

- SCAA Board member Bob Shriever was the keynote speaker at the American Heart Association's Emergency Cardiovascular Care national leadership retreat.
- The Minnesota Affiliate hosted various exhibit booths in 2008 — at the Take Heart Anoka County Health Fair, the Duluth Police Convention, the Fire Prevention Safety Day Fair, Medtronic 5K, and the high school athletic league playoffs at the Metrodome — where they signed up new members, gave CPR/AED demonstrations, and passed out SCAA educational materials to the more than 7,000 combined attendees.
- In 2008, the Otter Tail County, MN chapter began an aggressive presentation campaign called "How to Save a Life." The program features a video presentation that promotes AED awareness and demonstrates correct AED use to those in attendance. In 2008, the chapter presented the program more than 30 times to more than 1,300 people. One of the presentations received a full month of airplay on the local public access cable channel.
- Over the course of the year, SCA survivor Jack Grogan and several other San Francisco Bay Area Chapter members led presentations about various topics such as Grogan's save aboard a United Airlines airplane, CPR training, AED training, and other heart issues. They spoke to more than 900 people at retirement communities, health fairs, public centers, schools, and rotary clubs. One of these presentations included a donation of two AEDs to the San Jose History Center. Jack Grogan also spoke at a United Airlines corporate event in February where more than 40 United Airlines flight attendants were honored for their SCA life-saving efforts.
- In conjunction with the annual meeting of the College of Preventive Medicine, the Austin chapter manned an exhibit at a community health fair and distributed SCA information to more than 1,000 attendees. Past SCAA Chair Richard Brown also addressed the convention proceedings.
- In February, the Long Island Chapter took part in the Women's Heart Health Symposium at Winthrop University Hospital, where they distributed SCA educational materials to 300 attendees.
- In February, the Otter Tail County Chapter hosted a booth at a local business expo at the Bigwood Event Center, where more than 500 attendees received SCAA literature.
- In February, Pam Foster of the Hawaii Chapter gave a presentation on "The Shocking Truth" about the importance of AEDs to more than 1,200 people who attended the "Valentine in Paradise" event at Straub Medical Center in Honolulu.
- In February, the Iowa Affiliate held a presentation featuring national spokesperson for the Sudden Arrhythmia Death Syndromes Foundation — former Miss Massachusetts Michaela Gagne — which attracted more than 150 attendees who all received educational materials about SCA and AEDs.
- In February, the Northeast Ohio Chapter demonstrated CPR and AED use to nearly 500 shoppers at Midway Mall in Elyria for the "Day of Dance for Health" in conjunction with Community

- In February, the Minnesota Affiliate conducted a presentation to 200 attendees at an EMS Conference highlighting the psychology of SCA, the importance of AEDs, and AHA guidelines for CPR and AED usage.
- In March, the Cape Cod and the Islands Affiliate hosted a booth and passed out SCAA literature to 1,400 attendees at the Cape Cod Wellness Expo.
- The Houston Affiliate held its Texas Arrhythmia Institute Educational Seminar and Health Program in March, which provided an easy-to-understand update on the prevention and treatment of heart disease, and nearly 150 attendees received SCA educational materials.
- The Southeastern Massachusetts chapter joined Boston Celtics players and management in announcing the team's donation of 17 AEDs to Boston inner-city high schools.
- In March, the Long Island Chapter hosted an exhibit booth at the American Heart Association Cardiovascular Modalities Conference in New York. The chapter passed out SCAA literature to the more than 1,000 health care professionals who were there to increase their knowledge on cardiovascular issues.
- In April, the Otter Tail County Chapter had a booth at the North Dakota EMS Conference and demonstrated CPR and AED use to the more than 500 emergency professionals in attendance.
- In May, the Lubbock Chapter conducted CPR demonstrations for 6,500 attendees at the Lubbock Business Expo and handed out SCAA brochures and newsletters.
- Southwest Connecticut Chapter co-chairs Sherri Hopkins and Lisa Herchenroether were recognized at the American Red Cross Images of Heroes Gala in May as 2008 Medical Heroes for their placement of AEDs in Naugatuck Public Schools. There were more than 150 attendees present for the award ceremony.
- In June, as part of National AED/CPR Week, the Cape Cod and the Islands Affiliate presented the Challenger Club with a Defibtech AED at a ceremony at Johnny Kelley Park that drew more than 70 people.
- In June, SCAA's 2009 Chairman Bob Schriever received the Citizen Award from the Partnership for a Heart-Healthy, Stroke-Free Massachusetts. The Citizen Award honors an individual who has taken action to prevent heart disease and/or stroke or to reduce the impact of a heart attack or stroke. More than 100 people were in attendance for the award presentation.
- In June, the San Francisco Bay Area Chapter held a Skate-A-Thon fundraiser at Logitech Ice Arena where they raised SCA awareness and donated profits to SCAA, Heart Rhythm Fund, and AHA. More than 150 people participated in the event.
- In June, the Iowa Affiliate hosted a booth at the Valley Junction Farmer's Market and demonstrated AEDs to the market's 3,000 daily visitors. A group of 14 members also participated in the 2008 Start! Heart Walk and demonstrated AEDs and CPR to the 4,000 heart walk participants.
- At the June 14 Healthy Lubbock Day, the Lubbock Chapter hosted an exhibit where the members distributed SCA risk assessments and other SCAA fact sheets to the 800 people in attendance.
- In July, the Otter Tail County Chapter began an Internet campaign to raise awareness about AEDs, CPR, and SCAA. The campaign featured several streaming video presentations and demonstrations and was initially hosted on [www.thehealthtubes.com](http://www.thehealthtubes.com) where it received more than 1,250 views. It remains on the site and continues to be viewed and linked to several other websites.
- In August, the Iowa Affiliate hosted a booth at the Iowa State Fair for three days — an event that draws in approximately 287,000 people — where they demonstrated the use of AEDs to the many fair attendees.
- The San Francisco Bay Area Chapter hosted a booth at the San Mateo County Preparedness Day 2008 Expo in September that informed people about SCA and what they can do to prepare and

- In September, the Western Maine Affiliate introduced AEDs to the local Area Youth Football organization. The group purchased an AED and invited SCAA to conduct demonstrations on AED use to the more than 100 coaches and officials in attendance.
- SCAA Board member Bob Schriever and SCA survivor Bob Schriever was the guest speaker at a Worcester, MA kick-off event hosted by U-Mass Medical Center, which resulted in six Worcester high schools receiving AEDs and CPR training.
- In November, the Fredericksburg, VA chapter attended the “Healthy Communities” health fair hosted by Faith Christian Ministries and distributed SCA information and risk assessments to more than 100 people.
- In November, San Diego Chapter leader Dr. John Rogers gave a presentation on "Device Management for Heart Failure" at the Scripps Heart Failure and Arrhythmias Annual Clinical Update conference. The presentation was successful, and provided insight on SCA to the 170 medical professionals in attendance.
- Launched in late 2008, the Yuma Chapter has already led several presentations to nearly 150 paramedics, students, and SCA survivors. Topics included the importance of AED awareness, ICD information, SCA prevention, and other general safety issues.

### **Public Training and Education**

- Over the course of 2008, the Minnesota Affiliate joined CPR/AED refresher courses to tell their stories of survival and to educate about the importance of SCA and AED awareness. Their presentations reached more than 450 emergency responder professionals. They also made similar presentations to 300 firefighters, business owners, fair-goers, and high school students throughout the year.
- The Minnesota Affiliate built upon this concept for several athletic events held throughout the year at the Excel Energy Hockey Center and the famed Metrodome. The affiliate trained more than 600 people on CPR and AEDs during the state’s high school boys and girls hockey and basketball tournaments.
- In April, the Northeast Ohio Chapter launched its HeartSafe Kids pilot program, an educational and training program focused on cardiac emergency life-saving skills, including CPR/AED use. Over the course of the month, the program touched more than 7,000 students. In May, the chapter conducted CPR and AED training (Friends and Family course) to more than 200 students. The students took their training kits home for further education with family and friends.
- In May, the Southeastern Massachusetts Chapter conducted CPR and AED training for several hundred students in a community training and certification program.
- The Hawaii Chapter offered monthly CPR courses and taught nearly 2,400 residents during 2008. One of those courses was highlighted on the NBC Honolulu affiliate KHNL’s evening newscast on May 29.
- As part of National AED/CPR week, the Southwest Connecticut chapter trained more than 200 students utilizing CPR Anytime kits that were awarded to the chapter by the American Heart Association.
- The Northeast Ohio Chapter conducted physicals and echocardiograms for 118 students at Open Door Christian Schools in August. The event was also highlighted in *The Morning Journal* newspaper.
- More than 200 students and faculty from The Maret School in Washington, DC were trained in CPR and AED, as well as provided an overview of the medical conditions that cause SCA.
- In September, the Western Pennsylvania Chapter presented two Defibtech-donated AEDs to Saints Simon and Jude Church and School. Donations from the church congregation and the community provided funds for additional supplies (such as additional adult pads, pediatric pads,

- In September, the Houston Affiliate hosted a mass CPR/AED training at the University of Houston Athletic and Alumni Center entitled the Save-A-Life Community Heart Training Day. More than 700 city school officials, health care specialists, and other interested professionals participated in the event. The event was incredibly successful and was even highlighted in the September 28 edition of *The Houston Chronicle*, a daily newspaper with a circulation of more than 494,000.
- In October, SCAA's 2009 Chairman Bob Schriever continued his CPR/Heimlich/AED training and SCA awareness campaign. Over the course of the month, he had trained and shared his story of survival with more than 400 high school students. At the end of the month, ABC affiliate, WCVB in Boston, ran a segment on its local news program chronicling Schriever's training program. The news program reached approximately 213,000 viewers. By the end of the year, the chapter had made presentations to more than 1,200 students.
- The Northern New Jersey Chapter offered two CPR training courses at area middle schools in November. Utilizing CPR Anytime kits, nearly 80 students were trained. *The Caldwell Progress*, with a circulation of approximately 7,500 households, ran a full page report of the training event.

## **Public Advocacy**

In 2008, SCAA submitted oral and written testimony, wrote letters of public support, and issued public statements in support of various federal and state legislative initiatives, including:

Before the U.S. Congress:

- In support of the HEART for Women Act (to help eliminate the disparities in the diagnosis and treatment of heart disease and stroke in women).
- In support of the Josh Miller HEARTS Act (to create a federal grant program to fund school-based AED programs and CPR training).
- At a hearing held by the Senate Committee on Aging regarding industry practices on direct marketing of medical devices to consumers.

Before state legislatures:

- In support of legislation introduced in the Arizona state legislature to expand Good Samaritan protection for lay bystanders who use AEDs to assist SCA victims.
- In support of legislation introduced in the Kentucky state legislature to require AEDs in schools.
- In support of legislation introduced in the Massachusetts state legislature to require AEDs in schools.
- In support of legislation introduced in the South Carolina state legislature to require AEDs in schools.

In addition:

- In February, Gene Johnson of the Minnesota Affiliate submitted two resolutions to the Democratic Farmer Labor Party Precinct 3 political caucus. Both resolutions were discussed by the 50 participants and eventually passed — each of which was forwarded to the district convention.
- In March, the Minnesota Affiliate increased their political profile, attending the Heart on the Hill Day at the state capitol where they visited with senators and representatives to discuss obesity and physical education in schools, public health care, and heart disease and stroke issues.
- In April, the Iowa Affiliate co-hosted an AED demonstration at the Iowa state capitol. Partnering with AHA, affiliate leader Mary Tappe and her team demonstrated how AEDs work to state senators and other attendees as part of an ongoing advocacy initiative to expand Good Samaritan protection for responding to SCA victims with the use of AEDs.

- In May, the Northern New Jersey Chapter met with the superintendent of the Mountain Lakes School District to discuss meeting with school officials and nurses for CPR and AED training in the school system.
- In May, Southeastern Massachusetts Chapter leader Muriel Watterson received an award and citations from Massachusetts state congressmen in recognition of Older American Volunteer Month.
- In July, the Southwest Connecticut chapter joined AHA and Parent Heart Watch representatives to testify in support of legislation to require AEDs placement in public places and state support of AED placement programs.
- The Mid-South, Mississippi Chapter initiated a series of meetings with officials from the City of Hernando and the Hernando Chamber of Commerce to discuss community involvement, SCA education, and AED placement in current and future city buildings.

### Media Outreach

- In 2008, the Orange County Chapter worked closely with the Garden Grove Rotary Club in acquiring four AEDs and distributed to multiple facilities in the Orange County area. A complete report on the event, including a follow-up article about AEDs a few weeks later, ran in local newspaper, *The Orange County News*.
- The January launch of the Lubbock Chapter and their community awareness activities generated media coverage on KJDL Radio, KCBD-TV News Channel 11, and KJTV Fox News, reaching a combined audience of more than 50,000 viewers and listeners.
- The January announcement of the new Cape Cod and the Islands Affiliate generated stories in *Cape Cod Today*, *Cape Cod Times*, and *Barnstable Patriot* newspapers that discussed the organization's efforts to increase public awareness of SCA and the push to increase the number of AEDs in public areas. These stories reached a potential audience of 60,000 readers.
- News of the Otter Tail County Chapter launch, the importance of SCA awareness, and AEDs in public buildings made its way into a January edition of the local *Fergus Falls Daily Journal*, a newspaper with a circulation of 7,200 people. The newspaper ran another story about the Otter Tail County Chapter a few months later highlighting a chapter AED donation to DeLagoon Park in cooperation with Defibtech.
- Launched in January, news of the Southeastern Massachusetts Chapter formation made headlines in the *Taunton Daily Gazette*, a local newspaper with a circulation of more than 8,000 people.
- Austin Chapter leader Connie Snell was featured in a February article in the *Austin American Statesman*, a newspaper with a circulation of more than 180,000. The article highlighted Snell's influence as an SCA survivor in her push for Travis County, Texas to be one of the first areas to widely use therapeutic hypothermia to reduce the potential impact of brain damage to SCA victims.
- In February, two major Kansas newspapers profiled Pat Emmett, an SCA survivor, about his efforts to launch the Kansas City Chapter and its SCA public awareness campaign. The articles ran in the *Johnson County Sun* and *Kansas City Star*, newspapers with a combined circulation of approximately 310,000 households.
- A March edition of local newspaper, the *Norwich Bulletin*, discussed the tragedy of a local boy died after suffering a cardiac arrest and how it could have been prevented. Southwest Connecticut Chapter leader Sherri Hopkins was quoted in the article that discussed how the boy could've been saved by an AED if one were nearby. The newspaper circulates to more than 24,000 people.
- In April, *EP Lab Digest* ran an interview with members of the AED Access for All Iowa Affiliate, which highlighted the origins of the group and the importance of increased SCA and AED awareness. The publication circulates to an estimated 6,000 electrophysiology professionals. Days later, a similar profile ran in Central Iowa's *Business Record*, a magazine with a circulation of more than 4,000 people.

- An April interview and news story by the Providence, RI ABC affiliate on a school SCA initiative led by SCA Board member Bob Schriever was eventually packaged and syndicated to more than 100 local ABC affiliates around the U.S.
- In June, the Hawaii Chapter presented an AED to the McDonald's Aina Haina restaurant and offered a free AHA CPR class in honor of SCA survivor Edwin Kondo, who was revived with an AED while having his morning coffee with friends at the restaurant. More than 150 people attended the event, and it received airplay on local ABC, CBS, and NBC news programs.
- In June, the Southwest Connecticut Chapter was featured on WPLR 99.1 FM, a station with an estimated 20,000 listeners per day, where they taught radio personalities CPR and AED tactics on the air. A few days later, the *Norwich Bulletin* ran an article about students raising funds for a defibrillator after a classmate died from SCA. Chapter leader Sherri Hopkins was featured in the story, teaching students CPR and AED use.
- Connie Snell of the Austin Chapter was featured in the May/June edition of *Texas EMS* magazine for Trauma Awareness Month. The article chronicled Snell's AED resuscitation and the positive benefits of therapeutic hypothermia. *Texas EMS* circulates to more than 2,000 firefighters and paramedics.
- In June, two news stories aired about Orange County Chapter leader Darrell Arnold's story of survival, the chapter's CPR demonstrations, and information about the use of AEDs. The stories ran on local news programs on KDOC-TV Channel 19 and KOCE Channel 50, drawing in an estimated 20,000 viewers.
- In June, the Western Maine Affiliate presented a Defibtech-donated AED to Oakdale Country Club. Several people were in attendance, and it was covered by a local newspaper and WABI Channel 2, which ran the story several times and has a viewing audience of 146,000 people.
- In July, WHO-TV Channel 13, the Des Moines NBC affiliate, ran a three-part series on its nightly news program that boasts an average of 73,000 viewers per evening. The three reports focused on members of the SCAA Iowa Affiliate who are SCA survivors and featured a different heart-related story each night — a report on free cardiac screenings, a report on AEDs in public, and a report on the Iowa Affiliate's AED donation to Urbandale Middle School in honor of student Ethan Middleton, an SCA survivor.
- In July, the Mid-South Chapter coordinated a very successful "Lucky 7" golf tournament in the memory of chapter leader Dawn Cartwright's late 21-year old-son, Sean Patrick O'Hara, who was lost to SCA in December 2007. More than \$10,000 was raised for the purchase of AEDs to be dedicated in Sean's memory at schools, shopping centers, and parks. The event attracted significant media attention — *The Desoto Times-Tribune* and *The Olive Branch* ran extensive reports about the event to its combined circulation of approximately 12,000 households.
- In July, the Northeast Ohio chapter presented two donated AEDs to the Lorain County Fairgrounds, and the South Lorain County Ambulance District provided training in CPR/AEDs to 20 Fairground board members and employees. The event was chronicled in *The Wellington Enterprise* and *The Chronicle Telegram*, two local newspapers with a combined circulation of more than 27,000 people.
- During September and October there were several news articles that ran in the *Hawaii Daily Reporter*, *West Hawaii Today*, and the *Honolulu Star Bulletin*, each featuring the Hawaii Chapter and its efforts to get AEDs in public areas such as at the airports and local office buildings. These stories reached a potential audience of 75,000 readers.
- In October, the *Rocklin Placer Herald* ran an article about Sacramento Chapter leader Mark Storace's SCA story, his save with an AED, and the importance of AEDs in public. This paper has a circulation of 13,500 people.
- In the December issue of *ADVANCE for Nurses* magazine, Paterson, New Jersey Chapter leader Kathleen Sauter was featured in an article for her involvement with outreach nurses partnering with beauty salons to educate women about cardiac health and the work of SCAA. The magazine circulates to approximately 832,000 nurses and medical professionals.

- In December, Minnesota Timberwolves star Ryan Gomes, along with his former AAU coach Wayne Simone and SCAA Sacramento Chapter leader Mark Storage, presented an AED to the Sacramento Boys and Girls Club. The presentation took place at halftime at a Sacramento Kings basketball game at Arco Arena. The AED donation was highlighted in articles that ran in *Rancho Murrieta* and *The Sacramento Union* that circulated to nearly 70,000 people.

## **Public Recognition**

### ***SCAA Leadership Awards***

In conjunction with its annual meeting and to mark the inaugural Sudden Cardiac Arrest Awareness Month, SCAA introduced its Leadership Awards program to recognize outstanding contributions in the field of sudden cardiac arrest awareness and prevention. The honorees were feted at the SCAA Awards Dinner at the organization's annual meeting on Saturday, October 18 in Philadelphia. The awards and those honored included:

- ***Public Leadership Award:*** U.S. Representative Betty Sutton (D-OH), chief sponsor of the Josh Miller HEARTS Act to create a federal grant program to fund the purchase and management of automated external defibrillators (AEDs) in the nation's schools. The legislation passed the U.S. House of Representatives in July 2008 but was not considered by the Senate; Representative Sutton continues to champion the cause and has re-introduced the legislation in the new 111th session of Congress.
- ***Corporate Leadership Award:*** American Airlines, for its industry-leading efforts dating back more than a decade in voluntarily installing AEDs in its entire fleet of aircraft and training tens of thousands of employees in CPR and AEDs. American Airlines has been responsible for saving the lives of more than 80 victims of sudden cardiac arrest since 1997, and its efforts have set the standard for placing AEDs in other public venues such as health clubs, schools, airports, and office buildings.
- ***Public Service Award:*** The Rochester, Minnesota Police Department, for its leadership in installing AEDs in its entire fleet of patrol cars as an effective sudden cardiac arrest first responder system. While national SCA survival rates are in the 5-7 percent range, the city of Rochester reports a survival rate for witnessed SCA events of more than 50 percent because of the ability for police officers to quickly get to victims and apply life-saving early defibrillation.
- ***Medical Leadership Award:*** The University of Pennsylvania Department of Emergency Medicine's Center for Resuscitation Science, one the nation's premier research and treatment facilities for sudden cardiac arrest. Under the leadership of Dr. Lance Becker and Dr. Benjamin Abella, the Center has brought together a diverse team of scientists, clinicians, and engineers focused on understanding the molecular mechanisms of sudden death to improve resuscitation techniques, optimize patient care, and enhance the quality of life for SCA survivors.
- ***Public Spirit Award:*** June Daugherty, women's basketball coach at Washington State University, is an SCA survivor, revived in the spring of 2007 with CPR and an AED after suffering a sudden cardiac arrest in a parking lot. Daugherty has not only returned to her coaching duties, but she has been a visible advocate for cardiac arrest prevention. Her public service announcement for SCAA has aired on the Fox Sports Network, and she continues to look for ways to educate the public. In subsequent years, this award will be called the June Daugherty Public Spirit Award to recognize other effective public advocates.

- ***SCAA Founders Award:*** SCAA also honored four institutions that played a significant role in the organization’s launch in 2006 through their collective investment of time, talent and resources. The recipients of the Founders Award were:
  - The University of Pittsburgh Medical Center
  - Boston Scientific Corporation
  - Medtronic Corporation
  - St. Jude Medical Corporation

### ***SCA Survivors and Heroes Recognition***

The SCAA website includes popular Survivors and Heroes sections that tell the stories of those who have been successfully resuscitated from SCA, as well as professional and lay first responders that have saved someone’s life. Both sections are popular public reference points and places of interest for our website visitors, each generating 2,000-3,000 hits per month.

In 2008, we had 27 SCA survivors contact us to share their stories of survival for website posting. Additionally, SCAA recognized 53 SCA survivors (whose addresses could be located) that were the subject of publicly reported news stories. Our growing SCA survivor database now numbers nearly 400, which was the basis for the University of Pennsylvania research project previously discussed, and which will hopefully foster other research opportunities.

In addition, we recognized 241 SCA “heroes” who were involved in successful AED saves based on media reports. All those recognized received recognition letters and commemorative pins, and the news media stories were featured in the SCA Heroes section of the SCAA website. Late in 2008, SCAA also rolled out its Public Safety First Responder Recognition program. In 2008, five public safety agencies ordered the pins to incorporate into their employee recognition programs. SCAA chapters and affiliates are also using the Hero recognition awards in their local community outreach efforts.

- The Minnesota Affiliate’s monthly meetings alone drew in more than 150 people throughout the year. During one meeting, they met at the Mystic Lake Casino Fire Department to present tribal leaders with a plaque recognizing their donation of 200 AEDs to state patrol cars.
- In August, the Western Pennsylvania Chapter awarded Officer John Thompson of the Port Vue Police Department with a lifesaver award and an SCAA hero pin for his life-saving actions with CPR and an AED in responding to a victim of sudden cardiac arrest.
- Contacting and uniting survivors is a key component of any local SCA organization, and the Minnesota Affiliate had a survivors' dinner in September and a Survivor Summit in October that were attended by more than 325 people.
- During an October Fergus Falls City Council Meeting, Otter Tail County Chapter leader Randy Fischer took part in an awards presentation for police officers and EMTs who saved a life using CPR. There were 45 people in attendance to honor the local heroes.
- The Southeastern Massachusetts Chapter partnered with AHA in December, honoring three employees from Deerfield Elementary School for their quick thinking and actions that saved co-worker Robert Sheehy’s life. Sheehy was saved after suffering a sudden cardiac arrest. The award presentation was profiled in the *Westwood Press*, a local newspaper with a circulation of 2,500.

### **Patient Support**

- SCAA had newsletter features and “Ask the Experts” online forums on the topics of psychological adjustment to an ICD, the disparity of care for cardiovascular disease in women and minorities, as well as ongoing patient support through discussion boards for SCA survivors and ICD patients.

- SCAA has made available for download off the organization’s website “Living with an ICD” brochure in English, as well as translated versions in French, German, Greek, Polish, Portuguese, Russian and Spanish.
- The Cape Cod and the Islands Affiliate developed a partnership with Cardiology Specialists — the largest cardiac medical practice in the area — to support and cross-promote each other’s programs.
- The Iowa Affiliate works closely with the Mercy Medical Heart Center in Des Moines where they are working to distribute SCA information to heart failure patient packets. Affiliate leader Mary Tappe also sits on two AHA committees and teaches primary care nurses about ICDs and their efficacy.
- Working with patients at a cardiac rehab center, Suburban Maryland Chapter leader Beverly Press is an advocate for heart healthy lifestyles. Over the course of the year, she and her staff developed individualized exercise programs to meet the needs of each patient's needs and abilities, encouraged healthier dietary choices, and offered stress management tips to help control risk factors and prevent the recurrence of coronary heart disease and SCA.
- The Long Island Chapter hosted several community-based events during the year at Winthrop University Hospital that highlighted the psychosocial aspects of ICDs, CPR training, cardiac arrest risk factors. More than 200 people attended these events, with one event being highlighted in a September edition of local newspaper, *Garden City News*.
- Manhattan Chapter leader Dr. Nicholas Skipitaris began discussions with Mount Sinai Medical Center President Wayne Keathly to involve the hospital in SCAA’s public awareness and neighborhood outreach regarding SCA prevention and education.
- The Garden State Chapter is led by Martha Ferrara, a nurse practitioner in electrophysiology at Valley Hospital, where more than 75 ICD patients attended a kick-off meeting of the chapter to involve them in community education, support, and prevention.
- The Fredericksburg, Virginia Chapter is working with cardiologists at Mary Washington Hospital to provide patient literature and patient support activities for those at risk of SCA and those living with ICDs.
- Having partnered with Midwest Heart Specialists, the Greater Chicago Chapter has received wide recognition in the Chicago area for its work on cardiac issues —notably with an article in the *Max Schwewitz Foundation News* that focused on Midwest Heart cardiologist Dr. Joseph Marek’s work on EKG screenings with the Young Hearts for Life Program. The newsletter circulates to more than 12,500 people.
- With the help of staff and patients from St. Joseph's Hospital, Paterson, New Jersey Chapter leader Kathleen Sauter has been reaching out to women and under-served populations to offer education about SCA, prevention, and support for ICD-implanted patients. She has worked with hospital staff to distribute SCAA materials to the patient base and has concentrated efforts to provide comprehensive heart screenings to at-risk persons.

## **Conclusion**

This report chronicles a very busy and successful year for SCAA, as the organization began to fully develop its capabilities and impact on raising awareness about sudden cardiac arrest and ultimately preventing sudden cardiac death. We are grateful to the more than 25 corporate, foundation and association partners that have joined as sponsors, and the many individuals who have made personal contributions, whose generous support have made our advocacy efforts possible.

SCAA is a nonprofit, tax-exempt organization under section 501(c)(3) of the Internal Revenue Code. SCAA’s taxpayer identification number is 20-2413593. Contributions to SCAA are tax deductible to the extent allowable under federal and state law.

A copy of the organization's 2007 financial audit is available by contacting SCAA at 866-972-SCAA (7222) or via email at [info@suddencardiacarrest.org](mailto:info@suddencardiacarrest.org). Inquiries may also be directed to SCAA's headquarters office at 1133 Connecticut Ave, NW Ste 1100, Washington, DC 20036.

To learn more about sudden cardiac arrest or how you can get involved in SCAA, please visit our website at [www.suddencardiacarrest.org](http://www.suddencardiacarrest.org).

Respectfully submitted,

**SCAA Board of Directors**

Robert Schriever, Chair  
Richard Brown  
Mike Greenwell  
Jack Grogan  
Steve Johnston  
Vince Mosesso, MD  
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