

E-News & Updates

November 18, 2011

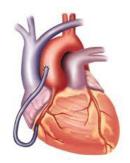
Thanksgiving Popular Time for Opening Hearts, Wallets



Over the next few days, many of us will pause to acknowledge things for which we are thankful. The newest I-phone will certainly top the list for teenagers; family gathered from near and far sharing a meal ranks pretty high with Moms; and for Dads, a day off work watching football takes the cake! However you plan to celebrate Thanksgiving, consider opening your heart through your wallet and make a donation to SCAA. Donate \$10, and enable SCAA to train students nationwide in CPR and AED use. Donate \$100, and SCAA will provide recovery and rehabilitation resources to survivors. Donate \$1,200, and SCAA will deploy an AED

in a school, church or other public location. Please help us SCA-ve a life!

Ohio Students Learn to "Keep it Beating" and Save a Life from SCA



Middle school students at St. Rose in Lima, Ohio, are the first in the country to complete SCAA's new CPR/AED training program, "Keep it Beating," and are now prepared to intervene when witnessing cardiac emergencies. Buckeye chapter leader Jennifer Clarke-Dalpe led the fifth and sixth grade students in the training, which addresses what SCA is, the difference between SCA and a heart attack and how to perform CPR and use an AED.

"Keep it Beating" is a nationwide effort that will be rolled out via SCAA's 50+ chapters and affiliates. The program is currently being offered to schools and students at minimal cost and will eventually be extended to businesses, community organizations and other civic groups. To learn more about bringing the

program the your community, visit the SCAA Keep it Beating page.

Holiday Stress Got You Down? SCAA Offers Ways to COPE and Enjoy Life Again



It's that time of year again of back-to-back holidays, office parties, family gatherings and gift giving - all of which can increase stress and anxiety levels in even the strongest people. And social events that appear jolly for some can be downright depressing for others. SCA survivors and their caregivers are no strangers to these feelings, as these experiences are typically part of one's rehabilitation and recovery post SCA. Visit the <u>COPE</u> page for a plethora of materials and resources that address dealing with these and similar challenges. COPE is SCAA's new outreach initiative providing both patients and healthcare professionals with information on dealing with psychosocial and mental health concerns. Not a survivor or medical professional? No problem. You need not be

either to learn how to COPE with life.



According to research out of the University of Pennsylvania, seven out of 10 state police officers do NOT have lifesaving equipment such as AEDs to help victims of heart attack and sudden cardiac arrest. Police are often the first of all "first responders" to arrive on scene during medical emergencies, and therefore have prime opportunity to initiate immediate lifesaving care. Dr. Benjamin Abella, clinical research director for the Center for Resuscitation Science at the University of Pennsylvania, and member, SCAA Medical Advisory Board, led the study, which also showed that only 14 out of 46 state police agencies indicated their vehicles were equipped with AEDs.

Study Finds Copay Reason Behind Low Rates of Medication Adherence After Heart Attack



Less than half of patients treated and discharged from the hospital after a heart attack actually adhere to their prescription medication. Upon examining the claims of nearly 6,000 patients with Aetna insurance, researchers discovered medication adherence increased between four to six percent, when <u>copays</u> were eliminated. While the change may not seem significant, "this resulted in fewer major vascular events and reduced out-of-pocket spending... and it didn't really change insurer spending," noted Dr. Niteesh Choudhry, associate professor of pharmacoedpidemiology and pharmacoeconomics, Harvard Medical School. Not

taking prescription medication after a heart attack can result in additional hospital readmissions, death and increased costs to the entire healthcare system, which is why "medication adherence is a public health problem," said Choudhry. Findings were published in the Nov. 14 issue of the *New England Journal of Medicine* and presented at the American Heart Association annual meeting in Orlando, Florida.

Rapid Cooling Technique to be Applied to Extreme Trauma Cases of SCA



The process of cooling body temperature, known as therapeutic hypothermia, has been proven effective in increasing survival and positive neurological outcomes of SCA patients. Now, experts at the University of Pittsburgh Medical Center (UPMC) and other trial locations across the country will apply the technique to patients who suffer SCA from car accidents, gunshot wounds and other major traumas, who often die before surgeons have the chance to operate and address the source of extensive blood loss. The extreme chill, a reduction of body temperature to 50 degrees, is thought to slow down patient bleeding and give professionals extended time to repair affected tissue. Since trauma patients, by nature, will not be able to provide consent for the procedure, the trial has been approved by federal regulators because the following conditions were

met: patients could benefit from the treatment and obtaining patient consent would be impossible. The research is being sponsored by the University of Pittsburgh and the Department of Defense.

For more information about SCAA and how you can help save lives, visit <u>www.suddencardiacarrest.org.</u>

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

Parent Heart Watch Annual Conference: January 13-15, 2012

EMS Today: February 28-March 3, 2012

American College of Cardiology: March 24-27, 2012 <u>Heart Rhythm Society Annual Conference</u>: May 9-12

Emergency Cardiovascular Care Update: September 11-15, 2012

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Sudden Cardiac Arrest Association 1250 Connecticut Ave., NW Suite 800 Washington, DC 20036 USA



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