MN Resuscitation Consortium

University of Minnesota

Driven to Discover℠

Kim Harkins – Program Manager
Community Initiatives:

Planning
Implementation
Awareness
CPR Training
AED Placement
Fund Raising
Goals
Recognition
the Problem.....
And Solution

Societal impact of SCD

More people die from SCD than AIDS, breast cancer and lung cancer combined

- SCD (200,000)
- AIDS (336,000)
- Breast Cancer (40,000)
- Lung Cancer (217,400)

So, where is the SCA ribbon?
Getting Started

1) Inventory what is already happening in your community
2) Identify gaps or needs
3) Be inclusive

Gain buy-in with updated info:
- No mouth to mouth
- Quick and easy training
- Good Samaritan Law works
- Encouraging take action – first minutes count
Who should you talk to?

Anyone who will listen!!
How Big is your plan?

Can this effort be part of existing strategic plans or does an additional system need to be put into place to impact change.

This decision will have an effect on everything that happens next – team and staff development, fundraising, goals and evaluation of outcomes.
Putting it all together

Start with one part that makes the most sense for your community.

Set up an initial goal and then future goals to accomplish other areas.

Match it to other objectives in your organization or community.

“Look for the low hanging fruit”
Who's Driving?

Community Based

Healthcare professional, survivor, citizen......

Started by a nurse – partnered with police department to create a team, training kits, location of AEDs, new AED placement and many, many, many trained!!!
Local survivor began discussions – now a team of several fire departments, law enforcement and EMS
Public Agencies

County EMS/Fire Teams
Public Health
American Red Cross

Take Heart Minnesota
Sudden Cardiac Arrest Survival Initiative of WRIGHT COUNTY
Implementation

Awareness

Do you know how to save a life?

Learn CPR Here

This life was saved by someone who knew CPR.

Training By:
MN Resuscitation Consortium
University of Minnesota
Driven to Discover Heart Rescue

MINNESOTA SCA Survivor Network
Awareness
Use existing media tools
MN Best Resource
MNSCAN

GOALS

1) Mass Training Events
2) CPR Training in Businesses
3) CPR training in Schools
4) Lending Library
5) Partnership with existing regional teams and expand support groups for SCA survivors and ambassadors throughout MN
6) Distribution of funding for equipment, train the trainer and travel to accomplish goals
Mn Survivor Coverage

- Fergus Falls
- Duluth
- St. Cloud
- Twin Cities
- St. James
- Rochester
CPR in Schools

ACTION ALERT

We Did It - He Signed It!

Congratulations! Governor Dayton just signed the CPR in Schools bill into law, creating generations of life-savers in Minnesota! Because of your support, we were able to take this life-saving campaign and make it law in Minnesota.

Over the last three months, we sent nearly 900 messages to legislators, held more than 100 meetings with advocates and legislators, placed more than 50 calls to the Governor’s office, and had countless media stories run throughout the state to urge the passing of the CPR in Schools bill. Just in the last three days, we were able to put significant pressure on the Governor’s office to sign this bill, having many volunteers make phone calls and 15 volunteers drop-by the Governor’s office to voice their support for CPR in Schools. As part of our Minnesota You’re the Cure network, you did an incredible job using your voice to ensure this bill passed and that students in Minnesota will be trained in CPR before they graduate high school.

Please take a moment to thank Governor Dayton and your legislators for supporting and passing this bill. Don’t forget to personalize the message:

Thank your Minnesota Legislators for Making the CPR in Schools Bill Law

Because of your hard work, more lives will be saved in Minnesota. Less than one-third of out-of-hospital sudden cardiac arrest victims receive bystander CPR. However, bystander CPR can double or triple survival from cardiac arrest. When bystander CPR is used as an integral part of a chain of survival, survival rates can exceed 50%. Ensuring all students receive CPR training before they graduate, trains the next generation of Minnesota life-savers.
More Resources

CPR Training from A to Z

CPR training can be like learning the ABCs – there are certain steps to follow and sometimes memorizing a little ditty can help you remember. CPR training is a little more work here are some resources that making your training less complicated and more successful:

Anyone Can Save A Life

Plan. Learn. Save.
Making your school community a safer place.
A young athlete dies every 3-4 days from an unrecognized heart disorder in the U.S.
Training

Implementation

Keep It Simple:

Use what’s out there – AHA, ARC and others
Create the class for the audience

New ideas pop up every once in a while but likely its been done – so, you might as well just replicate what works!!!
CPR Study – 15 years

The Minnesota Heart Survey

What we have learned....
Comparing the Statistics over 15 years

<table>
<thead>
<tr>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Trained in CPR</td>
<td>36 %</td>
<td>65.1%</td>
</tr>
<tr>
<td>Bystander CPR</td>
<td>13.5%</td>
<td>14.5%</td>
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</tbody>
</table>

The number of people trained in CPR increased significantly. In 1985/87, many were health care providers; whereas in 2000/02, the number of bystander trained increased substantially.
MINNESOTA STATE SURVEY 2011 AND 2013

3. Do you know how to do CPR?

(INTERVIEWER: CPR is Cardiopulmonary Resuscitation)

1. Yes
2. No (IF NO, GO TO NEXT SECTION)
8. DK (IF DK, GO TO NEXT SECTION)
9. RA (IF RA, GO TO NEXT SECTION)

(a) (IF YES) Have you received any type of training in CPR in the past two years?

1. Yes
2. No
8. DK
9. RA
NA

(b) (IF YES) How confident do you feel that you could do CPR if it was needed: very confident, somewhat confident, or not very confident?

1. Very confident
2. Somewhat confident
3. Not very confident
8. DK
9. RA
NA

800+ random households polled throughout MN - 3 Questions on CPR
**What did we find?**

<table>
<thead>
<tr>
<th>Question</th>
<th>Greater MN</th>
<th>TC Metro</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do you know CPR?</td>
<td>70.2%</td>
<td>72 %</td>
<td>71.1%</td>
</tr>
<tr>
<td>Have you had any training in the last 2 years?</td>
<td>38.9%</td>
<td>31.7%</td>
<td>35.2%</td>
</tr>
<tr>
<td>How confident to perform if needed?</td>
<td>42.3%</td>
<td>37.4%</td>
<td>39.8%</td>
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</table>

2011 Minnesota Bystander CPR Rate 31%
### What did we find?

<table>
<thead>
<tr>
<th></th>
<th>Greater MN</th>
<th>TC Metro</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Do you know CPR?</strong></td>
<td>72.3%</td>
<td>71.4%</td>
<td>71.8%</td>
</tr>
<tr>
<td><strong>Have you had any training in the last 2 years?</strong></td>
<td>36.2%</td>
<td>29.5%</td>
<td>32.7%</td>
</tr>
<tr>
<td><strong>How confident to perform if needed?</strong></td>
<td>42.2%</td>
<td>34.5%</td>
<td>38.2%</td>
</tr>
</tbody>
</table>

2013 Minnesota Bystander CPR Rate 36%
What is the problem?

Bystander CPR has doubled but is it enough?

You can do it!
Don’t Forget the Fear Factor

Gosh...I used to know CPR...

He looks like a lawyer...

Someone else will help...right?

Huh?

I think he is breathing...

Can I catch a disease just by looking?
Training Tools

Class types:
1. Quick teaching
2. 10 Minutes
3. 1 hour
4. Open venue
5. No video
6. Minimal equipment
7. And others
Simplified Approach

Compression Only CPR: the Easy Way to Save a Life

Peer Instructor Toolkit
Using Peer Trainers

What is the value?

• Sharing a passion and making a difference.
• Its easily adaptable and convenient CPR training.
• Tell your story – you are the real deal.
• The confidence of ‘if they can do it, so can I’.
• Cost effective, time effective and often, just more effective!
• Awareness, awareness, awareness……..Understanding why we are doing what we are doing – so people like them, survive!!
Training
Thank you for registering this training!

For information about the Minnesota Resuscitation Consortium check out our website:
www.mrc.umn.edu

Thanks for helping us track bystander training in MN!!!!
## MN CPR Registry - May 2014

<table>
<thead>
<tr>
<th>County</th>
<th>Trained</th>
<th>Previously</th>
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<tbody>
<tr>
<td>Anoka County</td>
<td>1028</td>
<td>18</td>
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<td>Blue Earth County</td>
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<tr>
<td>Brown County</td>
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<td>16</td>
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<tr>
<td>Carver County</td>
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<td>Cass County</td>
<td>694</td>
<td>61</td>
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<tr>
<td>Chisago County</td>
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<td>Crow Wing County</td>
<td>5970</td>
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<td>Douglas County</td>
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<td>Hubbard County</td>
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<td>Marshall County</td>
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<td>6</td>
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<td>Morrison County</td>
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<tr>
<td>Nicollet County</td>
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<td>85</td>
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<tr>
<td>Pine County</td>
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<td>20</td>
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<tr>
<td>Ramsey County</td>
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<td>242</td>
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<td>Scott County</td>
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<td>42</td>
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<tr>
<td>St. Louis County</td>
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<td>36</td>
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<tr>
<td>Stearns County</td>
<td>351</td>
<td>43</td>
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<tr>
<td>Stevens County</td>
<td>10</td>
<td>10</td>
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<tr>
<td>Todd County</td>
<td>60</td>
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<tr>
<td>Wadena County</td>
<td>45</td>
<td>15</td>
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<tr>
<td>Washington County</td>
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<td>13</td>
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<tr>
<td>Winona County</td>
<td>296</td>
<td></td>
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<tr>
<td>Wright County</td>
<td>2002</td>
<td>180</td>
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<tr>
<td>(Not Answered)</td>
<td>874</td>
<td>8</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>47504</strong></td>
<td><strong>1549</strong></td>
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</table>
AED Implementation

Nahhh...I don't think it will work. Let's do something different...something smarter...something cooler!
Existing AED programs can offer:
1. Package pricing
2. Grants and special offers
3. Guidelines and placement process
4. Sample policies and management tools
5. Recommendations on placement

Suggestions:
1. Check with local EMS/fire/law enforcement
2. Use referrals
3. See what is in your community
4. Shop around
Why Register AEDs?

1. MN Registry through National AED Registry
2. Free notifications of updates, reminders to check unit and replace
3. Potential link to notification or locator programs
4. Community reports available
MN AED CHALLENGE

The National AED Registry is a free tool that helps AED owners maintain the AED by sending email reminders when pads or batteries are due to expire and can assist in locating AEDs to responders and 911 dispatchers in cardiac emergencies. Registering AEDs is an easy process. When a life depends on it - we need MN AEDs on the map!

Register AEDs at minnesota.nationalaedregistry.com

For more information and tools for registry use visit www.mrc.umn.edu
Free Benefits for Organizations with AEDs

Organizations registering AEDs get the following free benefits:

- Online management of AED location and maintenance information
- AED battery and electrode date expiration email reminders
- Faster AED notifications from manufacturer and government agencies
- AED and SCA awareness-building materials
- Ability to participate in the AED Link™ system, where available

Maintenance Emails
Receive friendly monthly reminders for you and your inspectors, to help you ensure your AEDs are up to date

Expiration Alerts
Timely alerts to let you know when your AED's battery or electrode is about to expire and needs to be replaced

Recall Alerts
We'll notify you when a recall alert is issued by the manufacturer, affecting the model of the AED registered

AED Link Participation
When you register your AED you have the option to make its location publicly available to emergency dispatchers
Other Tools

Developed brochures:
- Take 10 (Austin, TX)
- ‘Save a Life’ Party
- Heart Safe Communities
- Take Heart America

Postcards and flyers:
- AED Awareness and Registry

Training toolkits:
- And More……..
Other Tools

**How to Help Save a Life**

**SCA is a Leading Cause of Death in the US, Killing More than 350,000 People a Year. Less than 10% Survive.**

1. **WHAT TO DO IF YOU SEE SOMEONE SUDDENLY COLLAPSE.**
   - First, check to see if the victim is responsive. If not, take these steps:
   - Call 911 and send help.
   - Stay on the line and listen for further instructions.
   - Start Chest Compressions.
   - Use an AED (advanced external defibrillator).

2. **COMPRESSIONS**
   - CPR (Compression Only) can more than double a victim's chance of survival.

3. **EXTERNAL DEFIBRILLATOR (AED)**
   - Using an AED to shock the heart back into rhythm can further maximize the chance of survival.

For more information: www.learnCPRnow.org

3 Points to Save a Life

Compression Only CPR

- **COMPRESSIONS**
  - Place your hands on the center of the chest, push down hard and fast (2 inches of TORSO/4"
  - Activate AED and follow instructions for use.
The organization’s funds should come from a diverse variety of sources. Two of the most common methods of securing financial resources for non-profit organizations are developing grant proposals and soliciting donations.
Look for grants in many areas. You may need to apply for many to get little.

Online searches can sort by criteria.

Check local companies for grants or matching funds. These applications are often simple.

Hospital Foundations often have grant opportunities.

Check with the MRC.
CPR and AED training can be a great source

- Typical training has been approximately $40 +
- The value is easy to see
- People like to donate to a good cause
- Get creative – ‘CPR race’
- You won’t get what you don’t ask for
When soliciting donations, there are a few important factors to consider.

– Once a donation has been secured, determine and report the classification of the gift based on three factors:
  • Restrictions on the gift according to the donor’s wishes
  • Liquidity (Is the donation cash or non-cash?)
– Provide a statement of contribution to the donor for all gifts greater than $75 for the donor’s tax purposes
– All contributions must be recorded
Don’t discount free or in-kind – if you are working with one or several agencies, discounts on goods they are already buying or in-kind donations of staff time, delivery or others can be a good asset.

Often organizations have charitable giving that can be used for the donation of time and results in contributions to local non-profits.
Implementation

Who else is interested:

Public service agencies –
  Fire, PD, Public Health
Hospitals and Clinics
Emergency Services
City Council
Community Health Initiatives
3 Simple Steps:
When someone suddenly collapses
1) Call 911
2) Push hard & fast on the center of the chest
3) Get an AED if available

For additional information about sudden cardiac arrest, please visit: www.mrc.umn.edu
Implementation

What is the need?
Set short term and long term

Examples:
10% of population trained in CPR
AEDs identified and mapped
Gaps in awareness, training and AEDs

We need your support!

7,000
Our Goal

4,701
Trained so far
Implementation

- Presentations – MN State Fair, golf tournaments, National Night Out
- Related press releases
- Survivor celebrations
- Media – television, radio and websites
I’m a Survivor

His Story
In September 2002, Gene Johnson was laying sod in his front yard when, without warning, he fell to the ground. At the same time, a call from his daughter asking about her dad prompted Gene's wife, Yvonne, to go look for him. She discovered him lying face down on the driveway and immediately called 911. Within minutes, two New Brighton Police Department squad cars arrived. After unsuccessfully trying to revive Gene with CPR, the officers used an automated external defibrillator (AED) and restored his heartbeat with two shocks. Gene was transported by ambulance to the hospital where he underwent quadruple bypass surgery. Shortly after, Gene was able to return to his normal activities which he expanded to include advocating for CPR training and AED placement. He is the current President of the Minnesota Sudden Cardiac Arrest Survivor Network, a non-profit, grassroots organization formed in 2003, with a mission to prevent loss of life from SCA.

Turning Miracles into Everyday Events!
The MN Resuscitation Consortium works with partners across Minnesota to improve outcomes from Sudden Cardiac Arrest. By focusing on the key systems that affect outcomes - bystander training, first responders, EMS and hospital response - change can occur and the number of survivors will increase. Minnesota’s survival rate is 14% compared to national survival of 7-8%. This has been accomplished by increased bystander training and awareness; new protocols for BLS and ALS responders with high performance CPR and advanced technologies; and initiatives to rapidly move resuscitated SCA patients to the cath lab for faster treatment.
For more information: www.mrc.umn.edu
IMPLEMENTATION

Heroes and Survivors
Small Community Events
Large Public Events
Poster Series
Publicize

24 People, 96 Minutes: One Small Minnesota Town's Miraculous CPR Save
Why should my community be Heart Safe?

To make the community a SAFER place to live, work, and play by being prepared to reduce the number of deaths and disabilities associated with Sudden Cardiac Arrest.

...because it takes a village to save a life!

Steps to becoming a designated Heart Safe Community:

1) Review application materials
2) Identify a Heart Safe Community Champion and a Lead Organization
3) Define your community’s needs
4) Fill out and mail a letter of intent
5) Complete and submit the Heart Safe Community application
6) CELEBRATE recognition as a Heart Safe Community

Questions?
heart.safe@heart.org
Recognizing 30 communities in Minnesota to date

Application on MDH

Preparation Map: Minnesota Heart Safe Designated Communities

Partner: Minnesota Department of Health, American Heart Association

Map Credit: Minnesota Department of Health
IMPLEMENTATION

Train more citizens
Place more AEDs
Save more lives!!
Keys to Success

1) Have a vision
2) Develop with a results orientation
3) Create strategic financial plans
4) Adaptability to changing conditions
5) Broad base of community support
6) Key champions
7) Strong internal system
8) Sustainability plan
How to be a part of MRC

1. Enroll in CARES
2. Decide what you have already done or need to do to improve your service area
3. Participate on committee that best suits your organizational effort
4. Use CARES data to see where you can make additional improvements
5. Encourage other local agencies to be a part of this, especially for additional data
Heart Rescue Playbook

1. Also online
2. Suggestions for implementation of each area of care
3. Continually updated with new ideas and suggestions
Save-a-life Simulator

Every day, thousands of people suffer sudden cardiac arrest.

Would you know how to help?

START Save-A-Life Simulator

www.heartrescuenow.com
Participation can promote your program

- Ensure good data of community efforts through awareness with EMS providers
- Use your data to show changes
- Compare CARES data, training data and AED registries to identify gaps for next steps
Questions?