

Contra Costa County

HeartSafe Community



Application Packet



DO YOU LIVE IN A *HeartSafe* COMMUNITY?



- If someone in your community suffers a sudden cardiac arrest (SCA) tomorrow, how likely is he or she to survive due to rapid access to life-saving treatment?
- All cities and towns in Contra Costa County have enhanced 9-1-1. Can emergency operators in your local public safety dispatch provide instructions on how to handle an emergency before police, fire, or EMS arrives?
- Most cardiac arrests occur outside a hospital, how many residents and public safety officials in your community can recognize the symptoms of cardiac arrest and know how to get help “on the way, right away?” Who knows CPR in your community and is prepared to perform it when necessary?
- Police are proven lifesavers when trained and equipped with automated external defibrillators (AEDs). Does your community’s police department respond to medical emergencies? Are they trained and equipped with AEDs?
- Do your community’s municipal buildings and schools have effective medical emergency response plans? Where are AEDs located, and who has been trained to use them appropriately? Are there AED “responders” identified?
- Early treatment of heart attacks can improve outcomes. Does your EMS provider have 12-lead ECG capability and are they trained in Advanced Cardiac Life Support (ACLS)?

The answers to these questions could determine whether or not your community qualifies as a Contra Costa County *HeartSafe* Community.

The Contra Costa County Emergency Medical Services Agency and the American Heart Association (AHA) aim to help the communities in Contra Costa County improve their cardiovascular health and increase the chances that anyone suffering a cardiovascular emergency will have the best possible chance for survival.

Through the *HeartSafe* Community program, Contra Costa communities can implement programs to:

- Strengthen what the AHA has called the “Chain of Survival”
- Improve cardiovascular health
- Improve chances of survival from SCA

Chain of Survival – Critical Steps to Take in the Event of Sudden Cardiac Arrest:

a) Early Access to Emergency Care

- Bystanders recognize the symptoms of cardiac arrest and call 9-1-1 immediately.
- EMS dispatchers are equipped with instructions for the caller and can get a Basic and Advanced Life Support (BLS / ALS) response vehicles to the scene quickly.

b) Early CPR

- CPR, when properly administered, buys precious minutes until a defibrillator is available.
- Public knowledge and awareness must be increased so that those trained in CPR will actually perform CPR when it is needed.

c) Early Defibrillation

- Defibrillation is the delivery of electric shock to restore the heart's normal rhythm.
- Early defibrillation is considered to be the one of the most critical link in the Chain of Survival.
- AEDs are lightweight, sturdy, and easy to use and should be deployed so that a shock can be delivered within three to five (3 – 5) minutes.

d) Early Advanced Care

- An ALS response vehicle staffed with qualified EMS professionals delivers advanced care in a timely manner.
- Additional therapies delivered by these personnel can be critical to the survival of cardiac patients.

e) Integrated Post-Cardiac Arrest Care

- A comprehensive, structured, integrated, multidisciplinary system of care should be implemented in a consistent manner



HeartSafe Community

Designation

Letter of Intent

It is the intention of the city/town/community of _____ to obtain designation as a Contra Costa County *HeartSafe* Community.

We have chosen _____ as the lead organization to oversee our *HeartSafe* effort, earning our first 100 heartbeats towards our *HeartSafe* Community designation.

The coordinator/contact for our *HeartSafe* Community program will be:

Name: _____

Address: _____

Contact Number: _____

E-Mail: _____

We would like to order a *HeartSafe* Community poster to track our Heartbeats. Please deliver to:

Address: _____

Our goal is on-going *HeartSafe* Community campaign resulting in awareness of the signs and symptoms of a cardiovascular emergency (heart attack, stroke or SCA) and to have residents activate the 9-1-1 system for cardiovascular related problems at least 90% of the time in lieu of going to the hospital by a privately owned vehicle. To have the elements of the Chain of Survival in place ultimately increasing the chances that anyone suffering a cardiovascular emergency will have the best possible chance for survival.

Please return to:

Contra Costa County Emergency Medical Services
777 Arnold Drive, Suite 110
Martinez, CA 94553
Attn: Heartsafe



Contra Costa County

Application Form for *HeartSafe Community* Designation

The Contra Costa County Emergency Medical Service Agency and the AHA encourage and promote community awareness regarding cardiovascular health and the potential for saving the lives of persons with cardiac emergencies.

In order to increase this awareness, the Contra Costa County Emergency Medical Services Agency has launched an initiative to designate Contra Costa cities, towns and communities as *HeartSafe Communities*.

A *HeartSafe Community* VIGOROUSLY supports:

- Strategies that improve the chances of favorable outcome for victims of acute event emergencies such as heart attack, stroke, and cardiac arrest.
- Promotion of cardiovascular health promotion and early detection.

Designation as a *HeartSafe Community* is determined by gaining “heartbeats” (points). The number of heartbeats necessary for designation depends on a community’s population.

To qualify as a *HeartSafe Community*, please complete all the information requested in this form and score your community by selecting the category below that agrees most closely with your community’s population.

Name of City/Town/Community seeking designation:

<i>City/Town/Community</i>

	CA	
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Address

ZIP Code

Chief Elected/Appointed Official (or designee):

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Name

Job Title

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Business Address

Business Phone

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Contact Person Name/Title

Phone Number

E-mail Address

Lead Organization for Coordination of *HeartSafe* Designation (or designee):

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Name

Job Title

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Business Address

Business Phone

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Contact Person Name/Title

Phone Number

E-mail Address

Indicate your community's population and the total number of heartbeats earned for designation. (See attached worksheet.)

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Community Population

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Total Number of Heartbeats Earned

I attest that all information contained in this application is correct. Supporting documentation is on file for review.

City/Town/Community Official: _____
Title

Name (Print) *Signature*

Please **mail** this application and worksheets to the address listed below.

**Contra Costa County Emergency Medical Services
Attn: Heartsafe
777 Arnold Drive, Suite 110
Martinez, CA 94553**

Department USE ONLY Recommended Not Recommended (*Explanation Attached*)

Recommendation

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Name/Title (Print)

Signature

AWARD PRESENTED: _____
Date *Place*

HEARTBEAT WORKSHEET

Community Population Category: Please select the appropriate category that most closely conforms to your community's actual total population. The population size will dictate the number of heartbeats required to be designated as a *HeartSafe* Community.

I. Up to 5,000 population: Minimum of **700** heartbeats required for designation.

10 HEARTBEATS for each CPR course with at least six (6) participants.

10 HEARTBEATS for each AED placed

II. 5,001 – 30,000 population: Minimum of **850** heartbeats required for designation.

5 HEARTBEATS for each CPR course with a minimum of six (6) participants.

5 HEARTBEATS for each AED placed

III. 30,001 – 50,000 population: Minimum of **1000** heartbeats required for designation.

4 HEARTBEATS for each CPR course with a minimum of six (6) participants.

4 HEARTBEATS for each AED placed

IV. 50,001 – 100,000 population: Minimum of **1150** heartbeats required for designation.

3 HEARTBEATS for each CPR course with a minimum of six (6) participants.

3 HEARTBEATS for each AED placed

V. 100,001 – 150,000 population: Minimum of **1300** heartbeats required for designation.

2 HEARTBEATS for each CPR course with a minimum of six (6) participants.

2 HEARTBEATS for each AED placed

VI. 150,001 population or more: Minimum of **1450** heartbeats required for designation.

1 HEARTBEAT for each CPR course with a minimum of six (6) participants.

1 HEARTBEAT for each AED placed

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Public Access Defibrillation Program

The AHA reports that SCA victims who receive immediate CPR and an AED shock within three to five (3 – 5) minutes have a much higher chance of surviving out-of-hospital cardiac arrest. As a part of the *HeartSafe* Community program public access AEDs should be deployed in target areas throughout the community. Consideration should be given to deploying AEDs so that a shock can be delivered within three to five (3 – 5) minutes of the event occurring and members of the community are encouraged to use an AED when the need arises. Consider deployment of AEDs in the following locations.

- City/Town owned facilities - place a minimum of one (1) AED
- Public, private and charter schools
- Nursing homes
- Health Clubs – OSHA requirement
- Churches
- Businesses/Business Parks
- Locations with large public gatherings
- Senior/Community Centers
- Tourist Attractions

HEARTBEATS will be awarded for each AED placed in the community – See “Heartbeat Worksheet” above.

Please use this sheet to calculate your community's Heartbeats.

Heartbeats

A lead organization (e.g. fire, police, ambulance, board of health) is designated to oversee the *HeartSafe* effort involving community organizations (e.g., businesses, schools, churches) and coordinating with EMS.
(100 Heartbeats- mandatory)

9-1-1 Enhanced system in place
(25 Heartbeats – mandatory)

Local agency responsible for dispatching police, fire, and/or EMS has personnel trained in Emergency Medical Dispatch (EMD) and provides instructions to the caller for a zero-minute response time for medical care.
(50 Heartbeats - mandatory)

An on-going community awareness campaign.
(See On-going Awareness Campaign attachment)
(50 Heartbeats – mandatory)

Increase in citizen responders. Conduct community CPR/AED training sessions. A community will earn 10 heartbeats for offering CPR/AED training courses through the city/town/community.
Additional heartbeats earned depends on your community's population; refer to the "Heartbeat Worksheet". Goal is 10% of community population trained.
(100 Heartbeats minimum - mandatory)

Local Law Enforcement has trained personnel, is equipped with AEDs, and are dispatched to appropriate medical emergencies.
(See CCC Public Safety /AED Program policy)
(50 Heartbeats)

Fire First Responders has trained personnel, is equipped with an AED and is dispatched to appropriate medical emergencies.
(50 Heartbeats – mandatory)

Schools and municipal buildings have effective emergency response plans (ERP) that may include CPR and AED.
(20 Heartbeats for ERP in schools/municipal buildings – mandatory)

Public Access Defibrillation Program - Placement of a permanent AED in target areas throughout the community. For required AED placement, refer to the "Heartbeat Worksheet."
(100 Heartbeats minimum - mandatory)

A program is in place to track AEDs in public locations and to reduce response times to early defibrillation. AED locations are shared with local dispatch agencies to assure that dispatchers are able to help the caller get the AED off the wall and onto the patient.
(50 Heartbeats)

An information management system that links AEDs, citizens and SCA victims so that a nearby AED is brought to the victim decreasing the time to defibrillation.
(50 Heartbeats)

On-Going Community Awareness Campaign

Most people wait two (2) hours or more to seek medical assistance after experiencing symptoms of a heart attack. Further, countless people travel to the emergency room by privately owned vehicle. Both of these issues are contributing factors to the high mortality rate associated with heart attacks. Ideally, people experiencing symptoms or those with someone experiencing symptoms will dial 9-1-1 right away for care and transport to a hospital in an ambulance.

An ongoing community awareness campaign should not only include information on how a person can reduce their risk of having a heart attack, SCA or stroke, but just as importantly what to do should it occur. Examples of inclusion in a community awareness program are:

- A unique marketing campaign that includes information on
 - Cardiovascular disease risk factors
 - Prevention techniques
 - Signs and symptoms of a cardiovascular emergency
 - Importance of the Chain of Survival
 - Importance of early activation of 9-1-1
 - How to call 9-1-1
 - Importance of immediate initiation of CPR
 - Knowledge of public access AEDs and the importance of using available AEDs
 - HeartSafe program

- Development and implementation of a system to track and evaluate the effectiveness of various marketing tools and methods.

While prevention is the preferred method of reducing the loss of life from a cardiovascular emergency, history has shown if the focus is on prevention alone you will have little impact on decreasing the incidence of SCA.

Our goal is community awareness of the signs and symptoms of a cardiovascular emergency (heart attack, stroke or SCA) and at least 90% of the time residents activate the 9-1-1 system for cardiovascular related problems in lieu of going to the hospital by a privately owned vehicle.