



# Public Health Initiative Outreach Program



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Early, effective CPR and the use of AED's have been shown to increase survival from out of hospital cardiac arrest. The Maine EMS 2013 Out of Hospital Cardiac Arrest (OHCA) Quality Improvement Study reveals the need for increased bystander CPR and AED use in Maine patients suffering cardiac arrest. The goal of this Public Health Initiative Outreach program is to provide resources to EMS leaders in an effort to increase bystander CPR and AED use in OHCA patients. Provided below are web-links and suggestions for resources that can assist EMS leaders in promoting these critical, layperson services in any community.

The OHCA study completed earlier this year is attached. Major lessons learned from this project include the value and importance of the public's involvement in the care of cardiac arrest patients. The following resources are intended to promote CPR and early AED use in Maine communities.

If there is a program within your community that has met with prior success in improving survival from cardiac arrest and you are willing to share, please contact Maine EMS.



### Outreach Ideas:

If your service is able to utilize local public broadcasting station; a public service announcement and training announcements for Hands-Only CPR may reach an age group that has traditionally been difficult to reach (47-67 years). Alternate strategies for addressing this age group include focused CPR training of their children or grandchildren. Reaching out and coordinating with Primary Care Physicians to teach their high-risk patient's family Hands-Only CPR and the signs/ symptoms of cardiac events might also have a positive impact on our citizens. Currently, Maine Medical Center and Central Maine Medical Center offers Hands-Only CPR classes through their survivors outreach program.

### Dates to Remember

#### 2015:

June 1-7 2015: National CPR & AED awareness month

February 2015: National Heart Month

February 6<sup>th</sup> 2015: National Wear Red Day

April 6-12<sup>th</sup> 2015: National Public Health Week

May 10-16<sup>th</sup> 2015: National Women's Health Week

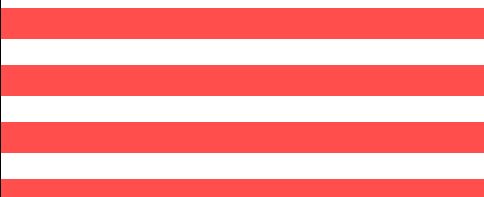
June 2015: Men's Health Month

June 8-14<sup>th</sup>: National Men's Health Week

September 2015: Healthy Aging Month

September 27<sup>th</sup> 2015: World Heart Day

September 30<sup>th</sup> 2015: National Women's Health and Fitness Day





### AHA Resources:

(<http://www.heart.org/HEARTORG/>):

A great starting point to review the AHA’s Community CPR Programs, Cardiac Arrest Teen program (Be the Beat), Hands-only CPR, School CPR Training Kits and Corporate programs. NOTE: Providing Hands-Only CPR to your community is easy:

Hands-only does NOT require the provider teaching to be a CPR Instructor.

[http://www.heart.org/HEARTORG/Educator/Educator\\_UCM\\_001113\\_SubHomePage.jsp](http://www.heart.org/HEARTORG/Educator/Educator_UCM_001113_SubHomePage.jsp)

### AHA Videos: Hands Only CPR:

[http://www.heart.org/HEARTORG/CPRandECC/HandsOnlyCPR/DemosandVideos/Demo-and-Videos\\_UCM\\_440561\\_article.jsp](http://www.heart.org/HEARTORG/CPRandECC/HandsOnlyCPR/DemosandVideos/Demo-and-Videos_UCM_440561_article.jsp)

### Go Red For Women:

An AHA website dedicated to women and heart disease: <https://www.goredforwomen.org/>

### Teaching CPR in schools

Examples of how EMS/Fire Departments used Anytime CPR kits or CPR in schools training kit(s) to teach Hands-Only CPR to schools:

[http://commerce.workflowoneaccess.com/Themes/Custom/dabab82\\_a-1302-4cc0-b5e6-55d349494117/cpr/docs/CPRCaseStudyTualatin.pdf](http://commerce.workflowoneaccess.com/Themes/Custom/dabab82_a-1302-4cc0-b5e6-55d349494117/cpr/docs/CPRCaseStudyTualatin.pdf)

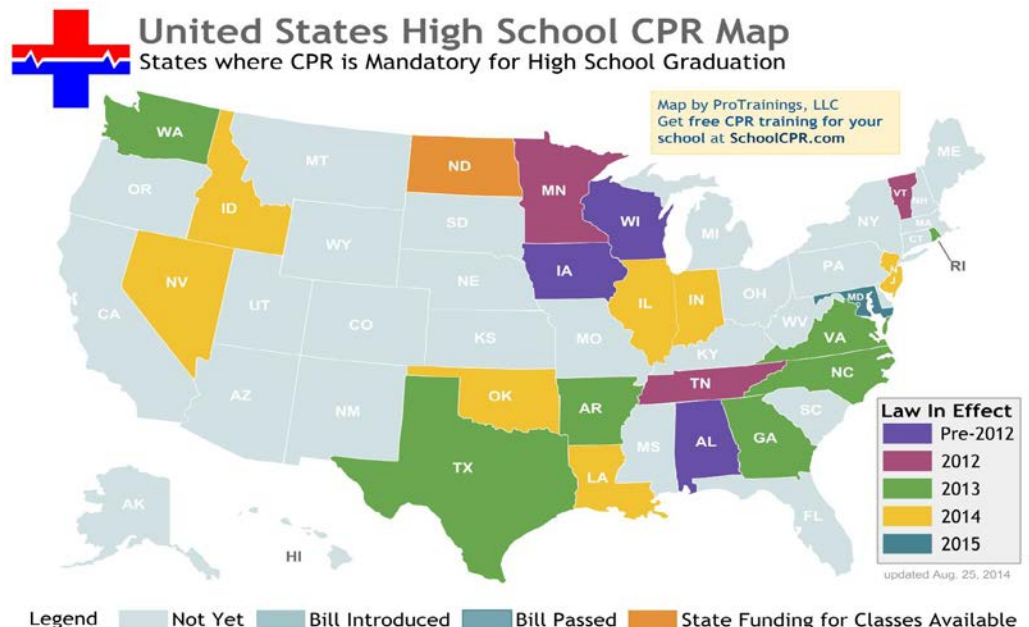
[http://commerce.workflowoneaccess.com/Themes/Custom/dabab82\\_a-1302-4cc0-b5e6-55d349494117/cpr/docs/CPRACaseStudyDISD.pdf](http://commerce.workflowoneaccess.com/Themes/Custom/dabab82_a-1302-4cc0-b5e6-55d349494117/cpr/docs/CPRACaseStudyDISD.pdf)



### CPR Instruction and State Legislation

Information dedicated to teaching CPR in schools and includes information regarding CPR in Schools legislation:

[http://www.heart.org/HEARTORG/CPRandECC/CommunityCPRandFirstAid/CPRinSchools/CPR-in-Schools\\_UCM\\_453682\\_SubHomePage.jsp](http://www.heart.org/HEARTORG/CPRandECC/CommunityCPRandFirstAid/CPRinSchools/CPR-in-Schools_UCM_453682_SubHomePage.jsp)



School CPR Blog is a site to keep up to date on States passing CPR legislation for graduation (updated 8/25/14)

<http://schoolcpr.com/about/states-where-cpr-training-is-mandatory-for-high-school-graduation/>

## **Facebook:**

*Sudden Cardiac Arrest Foundation* on Facebook hosts survival stories and educational links that you could share on your agency's website.

*American Heart Association: You're the Cure* also posts inspirational and educational links on their Facebook feed.

## **Videos:**

YouTube (An already existing PSA for Hands-Only CPR:

*The Undeading* is a Canadian CPR PSA: (If you like *The Walking Dead*, you will love this video)

<http://www.youtube.com/watch?v=ApmPQDAzYyM>

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## **Free Phone App:**

Pulse Point (<http://www.pulsepoint.org/>)- is a free app available for iPhone and Android phones.

Pulse point was released in June 2014 and has received good reviews. It can:

- 1.) Give you the location of the nearest AED
- 2.) Activate Bystander response for CPR (only done with the help of a dispatch center participating in the program).
- 3.) Allow you to update AED locations or enter a new AED location.
- 4.) Increase a service's situational awareness; with a Pulse-point enabled agency units can view incidents in real time, units assigned and enhance interoperability with neighboring services.



Whether you take advantage of one of the programs above or create your own outreach program, Maine EMS would like to learn from the successes in your community! Please contact Maine EMS at

[Maine.EMS@maine.gov](mailto:Maine.EMS@maine.gov).

Listed below is the web link for Approved AHA centers in Maine. If you are interested in being involved consider contacting your nearest AHA center and learning what they already do and how you can help.

To find an AHA training center near you please go to: <http://www.heart.org>