

# Contra Costa County

## HeartSafe Community Campus



## Application Packet



# HeartSafe Campus

Designation

Letter of Intent

It is the intention of the \_\_\_\_\_ School/Business to obtain designation as a Contra Costa County *HeartSafe* Campus.

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

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact

Number: \_\_\_\_\_

E-Mail: \_\_\_\_\_

We would like to order a *HeartSafe* Community poster to promote our campaign.

Please deliver to:

Address: \_\_\_\_\_

Our goal is to have an on-going *HeartSafe* Campus campaign resulting in awareness of the signs and symptoms of a cardiovascular emergency (heart attack, stroke or sudden cardiac arrest) and to know when to activate the 9-1-1 system for cardiovascular related problems. 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 Emergency Medical Services

1340 Arnold Drive Ste 126

Martinez, CA 94553

Attn: Lisa Vajgrt-Smith





# Contra Costa County

## Application Form for

# HeartSafe Campus

## Designation

The Contra Costa County Emergency Medical Service Agency and the American Heart Association (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.

The Contra Costa County Emergency Medical Service Agency will recognize schools, colleges, and business campuses for participating in initiatives that increase the potential for saving lives and support cities, towns, and communities drive for HeartSafe designation.

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

To qualify as a *HeartSafe* Campus, please complete all the information requested in this form and score your school/business by selecting the category below that agrees most closely with your campus population.

## 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 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.
- Automated External Defibrillators (AEDs) are lightweight, sturdy, and easy to use and should be deployed so that a shock can be delivered within 3 – 5minutes.

### d) Early Advanced Care

- An Advanced Life Support 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.



## On-Going Community Awareness Campaign

Most people wait two 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, sudden cardiac arrest or stroke, but just as importantly what to do should it occur. Examples of inclusion in a community awareness program are:

- A marketing campaign that includes information on
  - Prevention techniques
  - Cardiovascular disease risk factors
  - 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 sudden cardiac arrest.

Our goal is community awareness of the signs and symptoms of a cardiovascular emergency (heart attack, stroke or sudden cardiac arrest) 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.

## HEARTBEAT GUIDELINES

Campus population includes all employees, and if applicable students. If you have more than one campus, consider each as a separate community.

- |      |                                |   |
|------|--------------------------------|---|
| I.   | <b>Up to 500 population:</b>   | Minimum of 100 heartbeats required for designation. |
| II.  | <b>501- 1,500 population:</b>  | Minimum of 150 heartbeats required for designation. |
| III. | <b>1501- 2,500 population:</b> | Minimum of 200 heartbeats required for designation. |
| IV.  | <b>2501-3,500 population:</b>  | Minimum of 250 heartbeats required for designation. |
| V.   | <b>Over 3,500 population:</b>  | Minimum of 300 heartbeats required for designation. |

### **The following *heartbeats* are mandatory for designation:**

A lead staff person is designated to oversee HeartSafe Campus Program and coordinates with EMS (10 Heartbeats).

Coordination with your HeartSafe Community Coordinator if your campus is located in a HeartSafe Community.

An Emergency Response Plan in place (10 Heartbeats).

A Public Access Defibrillation Program- Placement of permanent AED(s) in target areas throughout the campus community. Placement includes having AED trained personnel registered as “responders” in registry (15 Heartbeats).

AEDs are registered and information is up-to-date in the National AED Registry (<https://www.nationalaedregistry.com>) (5 Heartbeats).

At least 15% of campus population trained in CPR with a plan to increase by 1 % trained every year. *You can earn an additional 5 heartbeats for each additional 1% of campus trained within one year prior to this application* (15 Heartbeats).

An On-going Campus Awareness Campaign (See On-going Awareness Campaign attachment) (10 Heartbeats).

An annual community outreach campaign. This can include conducting a CPR/AED training session for family of employees or the community at large, an educational campaign/public service messaging campaign, Heart Walk or other community event (10 Heartbeats).

Have an ongoing process to evaluate and improve cardiovascular health and prevention on campus (5 Heartbeats).

### **Total Heartbeats**



**Please use this sheet to calculate your campus Heartbeats**

The remainder of the heartbeats needed for designation can be achieved by:

5 Heartbeats for each AED placed

3 Heartbeats for each CPR course/training with more than 12 participants

5 Heartbeats for each additional 1% of campus population (above 15% required) trained in CPR within 1 year of application

10 Heartbeats for each community outreach event that promotes cardiac health, Sudden Cardiac Arrest awareness or CPR training

10 Heartbeats for routinely using social media and/or print media as part of your On-going Campus Awareness Campaign

15 Heartbeats for a campus wellness program

15 Heartbeats for fitness center, walking programs, intramural sports teams or other activity based programs.

**Total Heartbeats**

**Lead 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 campus population and the total number of heartbeats earned for designation.** (See attached worksheet.)

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**Campus 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.

**Campus Official:** \_\_\_\_\_

Title

\_\_\_\_\_  
Name (Print) Signature

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

**Contra Costa County Emergency Medical Services  
Attn: Pam Dodson  
1340 Arnold Drive, Suite 126  
Martinez, CA 94553**

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

Recommendation

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Name/Title (Print)

Signature

**AWARD PRESENTED:** \_\_\_\_\_

Date

Place

