



ECCU 2017 CONFERENCE & EXHIBITION • A CALL TO ACTION...AND ALL THAT JAZZ!

Improving Bystander CPR, Community Mobilization and Outreach Using Media Influence

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Conflict of Interest Disclosure

David B. Hiltz

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- Hope not!

Summary

For many cardiac arrest survival advocates, the idea of regular newspaper columns dedicated to improving cardiac arrest outcomes is as heady as the scent of fresh newsprint. The bad news is that shrinking circulation and bottom-line management are making it tougher for would-be columnists to place related content in coveted spots in dailies. We will demystify the process for attendees.

Where you live...



Why work with the media?



The general public...



The general public...



About the Westerly SUN...



David Tranchida, Editor/VP News



Filling in for Dave Tranchida...Rich and Mark



Back to Dave Hiltz...How it happened

"It's
impossible,"
said pride. "It's
risky," said
experience. It's
pointless," said
reason. "Give it
a try,"
whispered the
HEART."

The upside...and the downside



Articles

When the Heart Stops

<http://www.thewesterlysun.com/opinion/columnstaff/9621390-154/loose-ends-when-a-heart-stops-dont-be-afraid-to.html>

YMCA

<http://www.thewesterlysun.com/news/latestnews/9769102-154/guest-commentary-crisis-at-y-becomes-textbook-save-of-a.html>

Ambulance Call

<http://www.thewesterlysun.com/news/westerly/9722832-154/guest-commentary-ambulance-call-is-a-lifesaver-not-an-embarrassment.html>

Articles

911 Issues

<http://www.thewesterlysun.com/news/richmondhopkinton/10110048-154/state-hijacks-phone-fees-meant-for-911-upgrades.html>

Protocol Change for EMS

<http://www.thewesterlysun.com/news/westerly/9684352-154/emergency-treatment-protocols-to-change-for-first-responders.html>

More Must Be Done

<http://www.thewesterlysun.com/opinion/letters/10002943-154/letter-more-must-be-done-by-all-to.html>

Articles

Coaxing

<http://www.thewesterlysun.com/news/topnews/9861645-154/letter-do-we-really-need-coaxing-to-save-a-life.html>

Stroke

<http://www.thewesterlysun.com/opinion/columnguest/9764220-154/guest-commentary-fast-is-key-when-you-suspect-someone-is.html>

Can They Find You

<http://www.thewesterlysun.com/news/westerly/9675677-154/guest-commentary-first-responders-have-to-be-able-to-find.html>

Articles

Drowning Prevention and Treatment

<http://www.thewesterlysun.com/opinion/letters/10587130-154/commentary-its-easy-to-be-prepared-to-prevent-a-drowning.html>

Hands-Only

<http://www.thewesterlysun.com/news/latestnews/9423030-154/hands-only-cpr-is-easy-to-learn-and-can-save.html>

Thank You!

