

#CCPRFSummit2023

LEADERSHIP, STRATEGY AND TACTICS: DEVELOPING A PLAN TO IMPROVE OUTCOMES



WELCOME

Disclosures

disclosure

noun

dis·clo·sure dis-'klō-zhər

Synonyms of disclosure

1: the act or an instance of disclosing : **EXPOSURE**

2: something disclosed : **REVELATION**

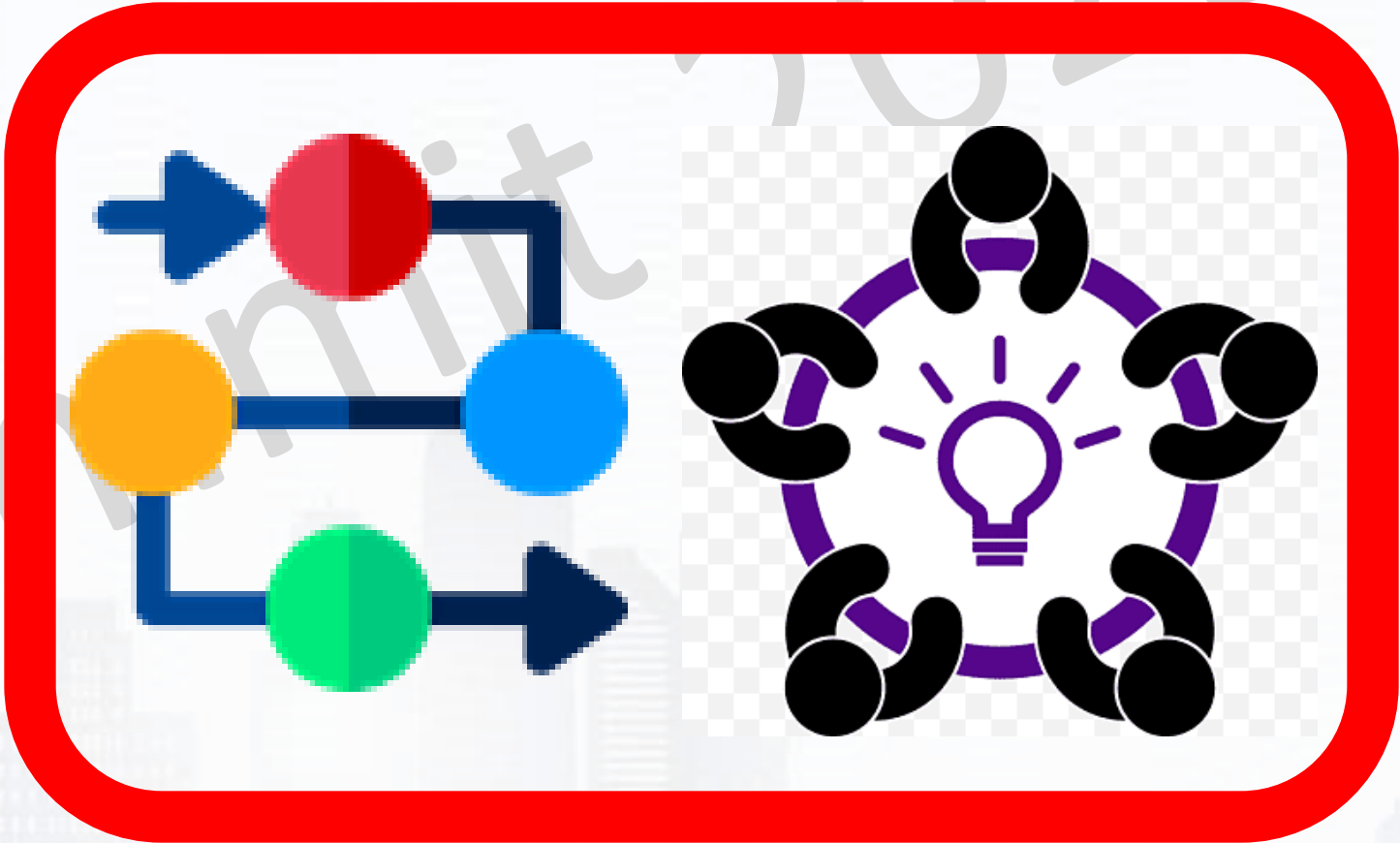
This workshop will focus on the importance of leadership, strategy and tactics in improving cardiac arrest survival in the community through the systematic implementation of specific recommendations based on current science and innovative best practices.

What to Expect



FORMAT

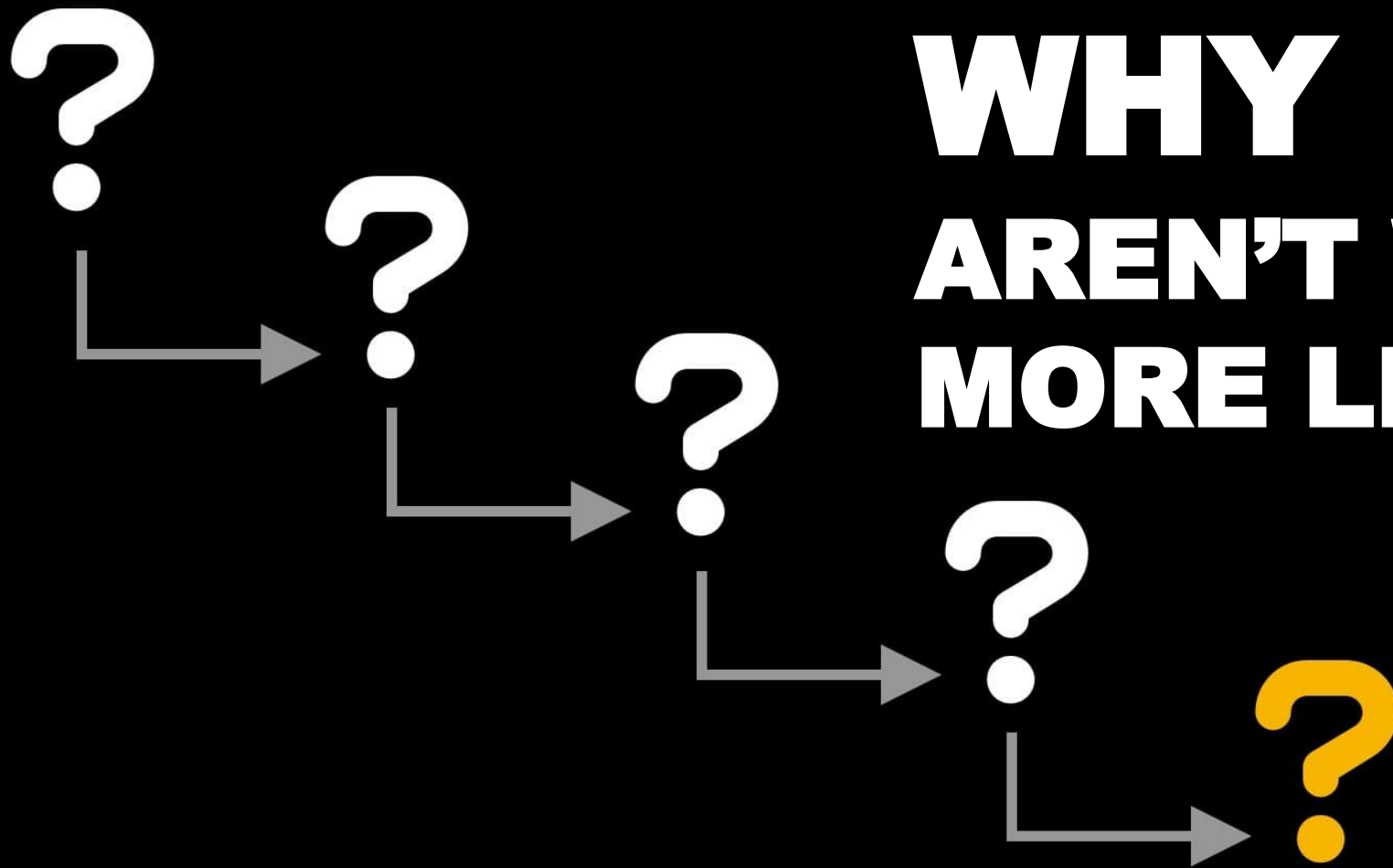
PLAN



Ask "Why?"

WHY

**AREN'T WE SAVING
MORE LIVES?**



True solution can
be found here.



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Sudden Cardiac Arrest: A Community Issue



The Institute of Medicine Recommendations

2023

2015 IOM Report

Strategies to Improve Cardiac Arrest Survival: A Time to Act Recommendations

1. Establish a national cardiac arrest registry
2. Foster a culture of action through public awareness and training
3. Enhance the capabilities and performance of EMS systems
4. Set national accreditation standards related to cardiac arrest
5. Adopt continuous quality improvement programs
6. Accelerate research and translation of science for cardiac arrest
7. Accelerate research on the evaluation and adoption of therapies
8. Create a national cardiac arrest collaborative

Plan Nationally and Implement Locally



Core Community Strategies

SIX CORE COMMUNITY STRATEGIES TO SUPPORT IOM RECOMMENDATIONS

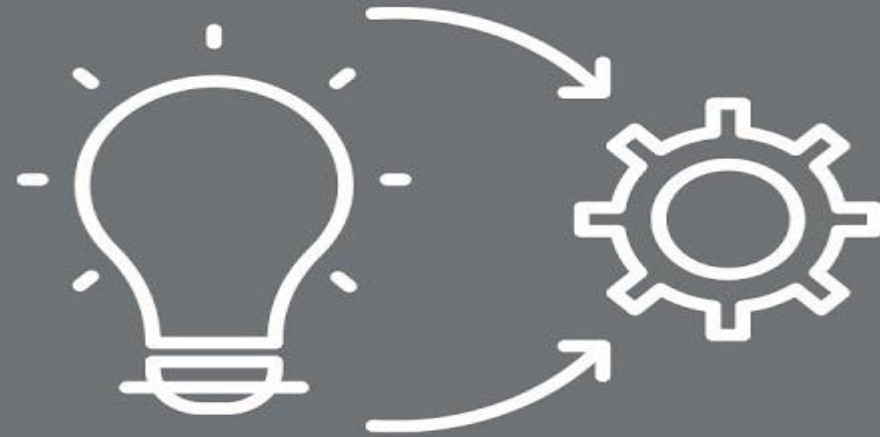
1. Strengthen local stakeholder collaboration
2. Encourage data collection, analysis and dissemination
3. Facilitate implementation of lifesaving strategies
4. Promote public education and training
5. Improve delivery of high-quality resuscitation and post-arrest care
6. Enhance the impact of cardiac arrest therapies

Every battle is won
B E F O R E
it is fought.

SUN TZU
"THE ART OF WAR"



Strategy Implementation



TAC·TI·CAL

taktək(ə)l/

OF OR RELATING TO SMALL-SCALE ACTIONS
SERVING A LARGER PURPOSE

Blueprint for Improving Survival

3

WHAT'S
YOUR
PLAN



Ideal Community



Ideal Community Characteristics Table

- Recognizes the significant threat and impact of sudden cardiac arrest, has made it a localized public health priority and takes aggressive measures to improve preparation, improve recognition, improve response, improve the quality of care rendered by first responders and the EMS system.
- Has committed in an official capacity to the formation and support of a task advisory group dedicated to the issue of cardiac arrest.
- Uses their EMS system to lead and coordinate efforts related to cardiac arrest outcome improvement.
- Collects and utilizes data to develop, measure and support localized strategies.
- Offers extensive public education in recognizing and responding to sudden cardiac arrest.
- Embraces the notion that performing immediate lifesaving measures is a civic duty and moral obligation.
- Values citizen or TRYSTANDER actions and provides recognition for those who render aid to others in their critical time of need.
- Develops and implements strategies for the strategic placement of automated external defibrillators and makes them accessible on a 24/7 basis whenever and wherever possible.
- Has instituted telephone guided TRYSTANDER CPR and has an AED registry that is integrated with the 911 system.
- Fosters the development of effective emergency action plans for households, businesses, schools and public venues.
- Conducts periodic multi-party/multi-agency cardiac arrest drills to validate the effectiveness of response and identifies areas needing improvement on a regular and ongoing basis.
- Equips, trains and supports first responder rapid defibrillation strategies including equipment, effective protocols, medical direction and post-event debriefing including arrest event reconstruction including review of all available data.
- Supports the development and practice of high-performance CPR in their EMS system as well as in their receiving hospitals.
- Shares publically cardiac arrest progress reports that include bystander CPR and AED utilization rates as well as outcome data on a regular and ongoing basis.
- Has instituted primary and secondary prevention strategies aimed at improving the population's cardiovascular health.

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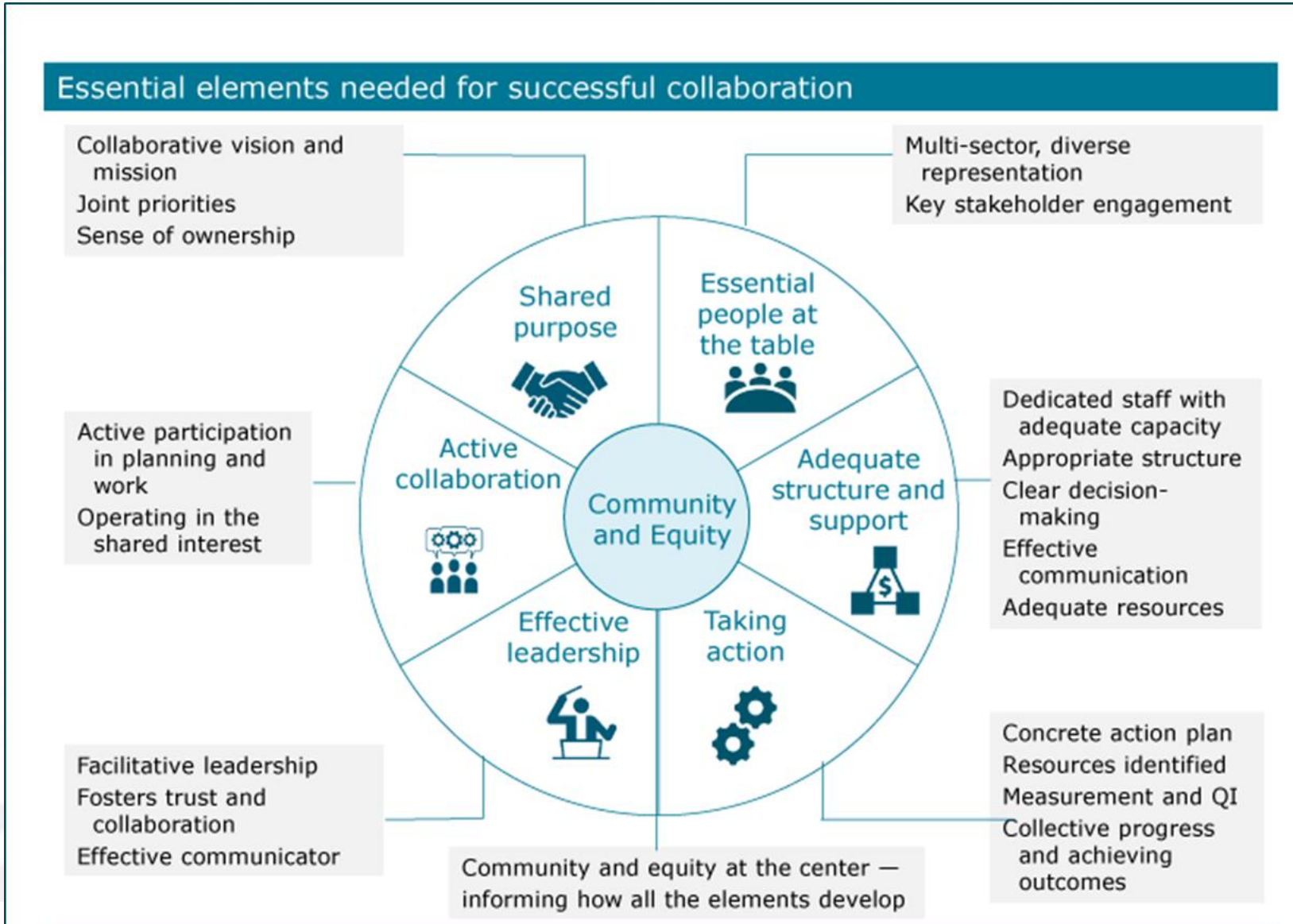
Secret to Success

DATELINE:

*SECRETS
UNCOVERED*

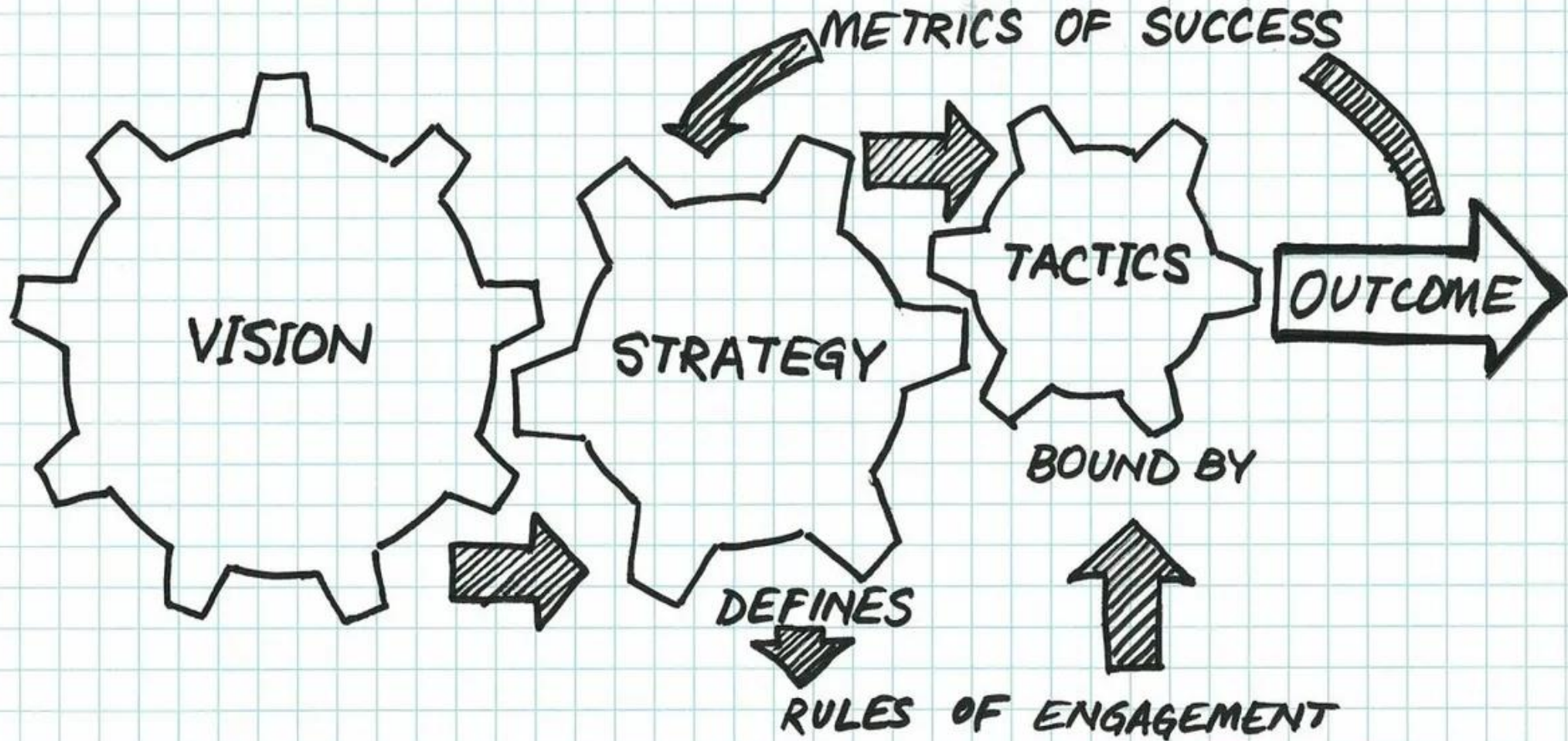


Community Based Cardiac Arrest QI Collaboration



The Dynamic Duo: Strategies and Tactics

2023



Collaboration: An Absolute Essential

"Three humble shoemakers brainstorming will make a great statesman."

We can all achieve great things by virtue of own talent and intelligence.

However, we can surpass ourselves and accomplish far more astounding things, when we have like-minded people by our side.

#CCPRFSum

High-Performing Team

**INDIVIDUALS
PLAY THE GAME**

**BUT TEAMS
BEAT THE ODDS**

High-Performing Team

Element 1: Establishing a High-Performance Lead Agency and Community Team

Goal: A lead agency and community team is established with broad representation from the community.

INTEREST QUESTIONER PROBLEM ULTIMATUM TACTICS SUCCESS INTEREST BUSINESS RESOLUTION PROJECT ZERO-SUM DISAGREEMENT RAPPORt CHECKLIST

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OUTCOME AGREEMENT NEGOTIATOR SKILLS DEADLOCK COMPENSATION ULTIMATUM



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Measuring

2023



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Data Driven Change



CARES

Cardiac Arrest Registry
to Enhance Survival

Measuring

Element 2: Using Data to Drive Regional Strategies and Localized Tactics

Goal: A process has been put into place for the collection, analysis and use of cardiac arrest data to measure performance.

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Citizen Training



Citizen Training

Element 3: Trained Citizen Rescuers

Goal: 15% of the community population receives training in CPR annually

INTEREST QUESTIONER PROBLEM INTEREST ULTIMATUM SUCCESS
WIN-WIN TACTICS DISCUSSION DECISION
BUSINESS RESOLUTION PROJECT
CONFRONTATION DISCUSSION DECISION PROCESS RAPPORt
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Recognizing Actions

2023



Recognizing Actions

Element 4: Recognizing and Celebrating the Actions of Rescuers

Goal: A formal recognition process is in place for the celebration of lifesaving efforts

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Empowering: Rescuer Mindset



Element 5: Educated and Responsive Citizens

Goal: A public awareness campaign plan is established and sustained throughout the year using a combination of tactics

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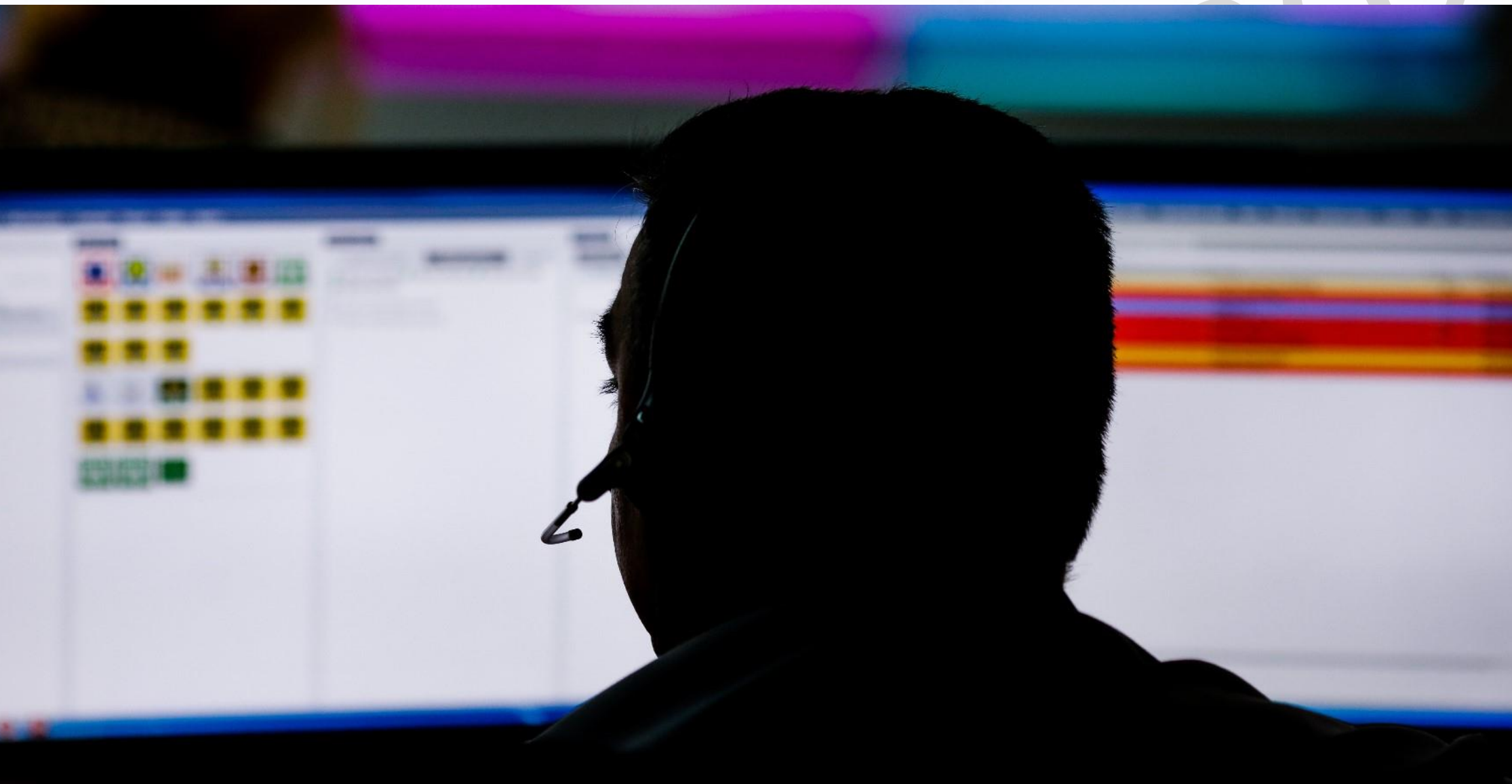
OUTCOME AGREEMENT NEGOTIATOR SKILLS DEADLOCK COMPENSATION ULTIMATUM



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T-CPR and T-AED

2023



T-CPR and T-AED

Element 6: Telephone Guided CPR and Utilization of AEDs

Goal: T-CPR in accordance with AHA recommendations is in place. If not in place, formal efforts at implementation are required including regulatory reform and policy change

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ERPs and Simulations

2023



ERPs and Simulations



Element 7: Planned and Practiced Response to Sudden Cardiac Arrest

Goal: EAPs/ERPs are in place for all schools, municipal buildings, businesses and public venues and are tested through simulation/drills at least once annually

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Strategic Placement and 24/7 Access



Strategic Placement and 24/7 Access



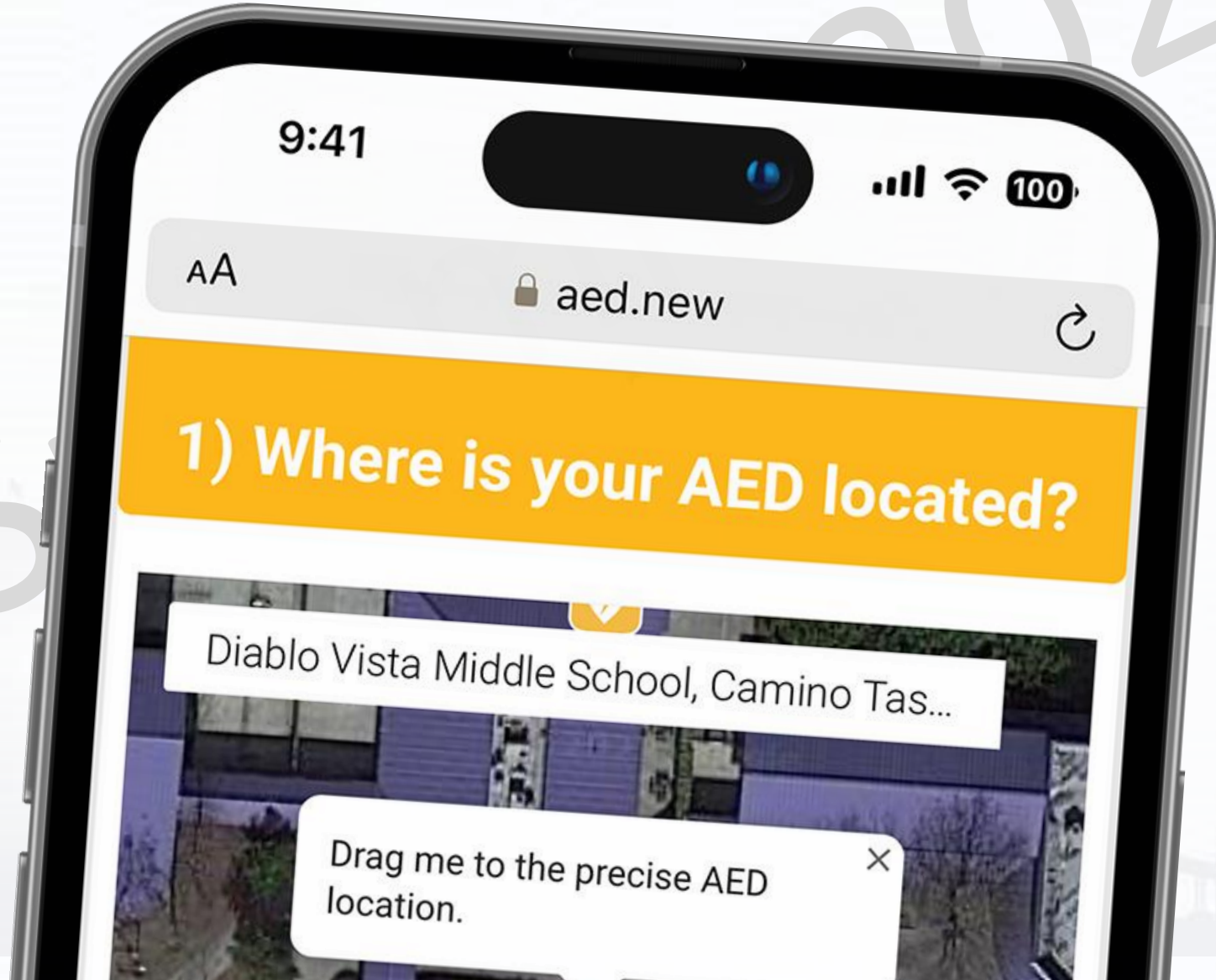
Element 8: Strategically Placed and 24/7 Accessible AEDs

Goal: AEDs are strategically placed in public locations where cardiac arrest is likely to occur and 24/7 accessibility is enabled wherever possible

INTEREST QUESTIONER PROBLEM INTEREST ULTIMATUM SUCCESS
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MEETING
NEGOTIATION
COMPENSATION
ULTIMATUM
INTEREST
ALTERNATIVE



911 Integrated AED Registries



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911 Integrated AED Registries



Element 9: 911 Integrated AED Registry

Goal: Establish a 911 integrated AED registry and means for identifying and adding undiscovered and new AEDs

INTEREST QUESTIONER PROBLEM INTEREST ULTIMATUM SUCCESS
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First Responder Defibrillation



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First Responder Defibrillation



Element 10: First Responder Defibrillation

Goal: First responder agencies are defibrillation capable, undergo appropriate training, have device maintenance plans, dispatch policies, event debriefing and medical direction

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High-Performance CPR



The Evolution of Quality CPR

What Exactly IS High-Performance, Anyway?



High-Performance CPR

Element 11: High-Performance Resuscitation

Goal: Emergency Medical Services (EMS) providers practice “high performance” CPR and possess supportive protocols, technology and equipment for resuscitation and effective post-resuscitation care

INTEREST
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PROBLEM
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NEGOTIATOR
SKILLS



Quality Improvement and Public Reporting



2023



MILWAUKEE COUNTY
Office of Emergency
Management



Milwaukee County

How Do I...

Our County

Residents

Businesses

News & Events

HOW DOES OEM

HOW DO I

HOW'S THE SYSTEM?

EMS



Cardiac Arrest Knowing How to Respond

Home > Office of Emergency Management > EMS > Data Analytics > Cardiac Arrest



<https://county.milwaukee.gov/EN/Office-of-Emergency-Management/EMS/Data-Analytics/Cardiac-Arrest>

About the Data

The cardiac arrest dashboard reports the number of out-of-hospital sudden cardiac arrests that occur from a medical nature in Milwaukee County each year. Cardiac arrest occurs when the heart suddenly stops beating due to a lethal heart rhythm. Without immediate treatment, cardiac arrest can lead to death within minutes. Bystanders who witness a cardiac arrest or find a person who has arrested can increase the chances of survival by immediately calling 911, beginning CPR, and applying an AED, if one is available. Knowing how to respond to an emergency, such as cardiac arrest, can save a life.

Cardiac Arrest Dashboard

Language translation
coming soon



Event Characteristics

Bystander Intervention

Patient Outcomes

Data Notes & Resources

Quality Improvement and Public Reporting



Element 12: Quality Improvement and Public Reporting

Goal: A process has been established for continuing quality improvement and public reporting of cardiac arrest data on an annual basis

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Primary and Secondary Wellness and Prevention



2023

Disease prevention

Early identification and treatment to delay disease progression

Create a safety net for those who need rescue.



Primary and Secondary Wellness and Prevention



Element 13: Meaningful Primary and Secondary Health Promotion and Prevention

Goal: Meaningful primary and secondary health promotions are in place and tailored for the community

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RESOURCES



TEACHING COACHING
SKILL DISCOVER
TEACHER INFORMATION
MEDICAL INFORMATION
LEARNING STRATEGIES
INSTRUCTION
COLLEGE EDUCATIONAL TRAINING
SOLUTION
GOAL
SUCCESSFUL
SCHOOL
PROJECT
PLAN



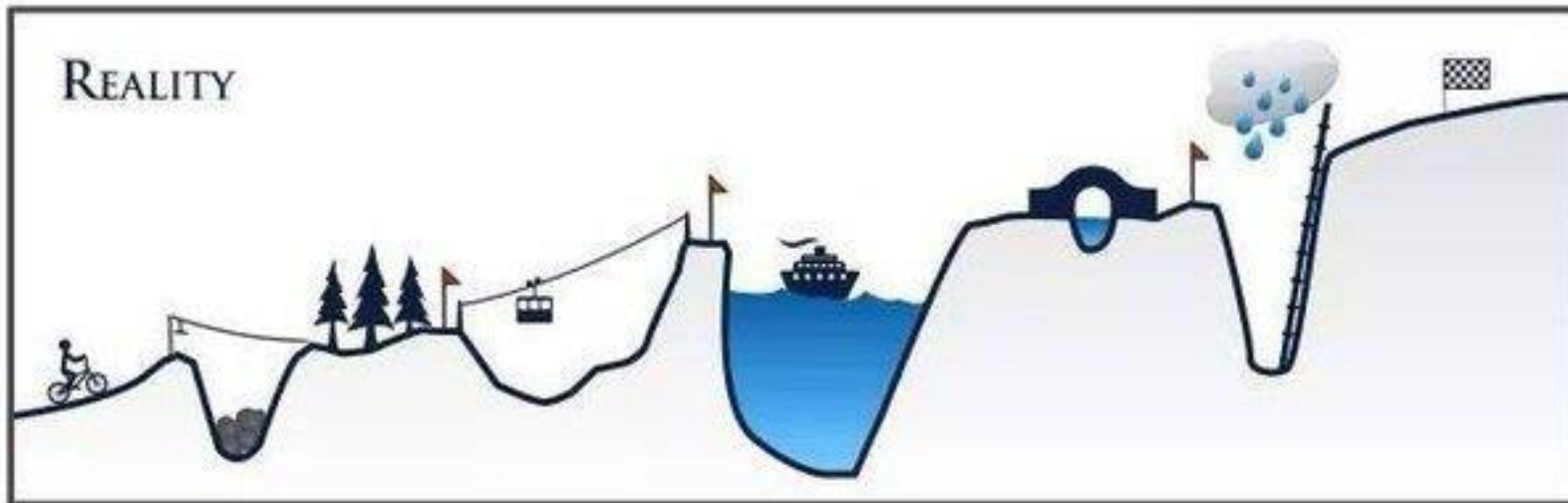
Quick Start!

Quick Start Guide to Implementation

- 1.** Become familiar with the HEARTSafe concept, strategies and tactics by watching the orientation video and review of the 13 action tactics outlined in the SELF-ASSESSMENT AND PROJECT PROGRESSION TRACKING AND SCORESHEET.
- 2.** Identify a lead agency and begin forming the membership for your task force. Start with core team members and recruit others on an as needed and ongoing basis.
- 3.** Establish the need and achieve buy-in for a culture of action related to sudden cardiac arrest through education aimed at community and other leaders.
- 4.** Conduct a baseline assessment in your community and document your findings.
- 5.** Establish measurable priority actions and tactics, based on data collected during your baseline assessment.
- 6.** Assign work to responsible teams with specific goals and suggested timelines for implementation.
- 7.** Meet regularly to assess measured progress and potential revision of actions and tactics.

Implementation Challenges

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The Journey vs. Destination Designation

2023



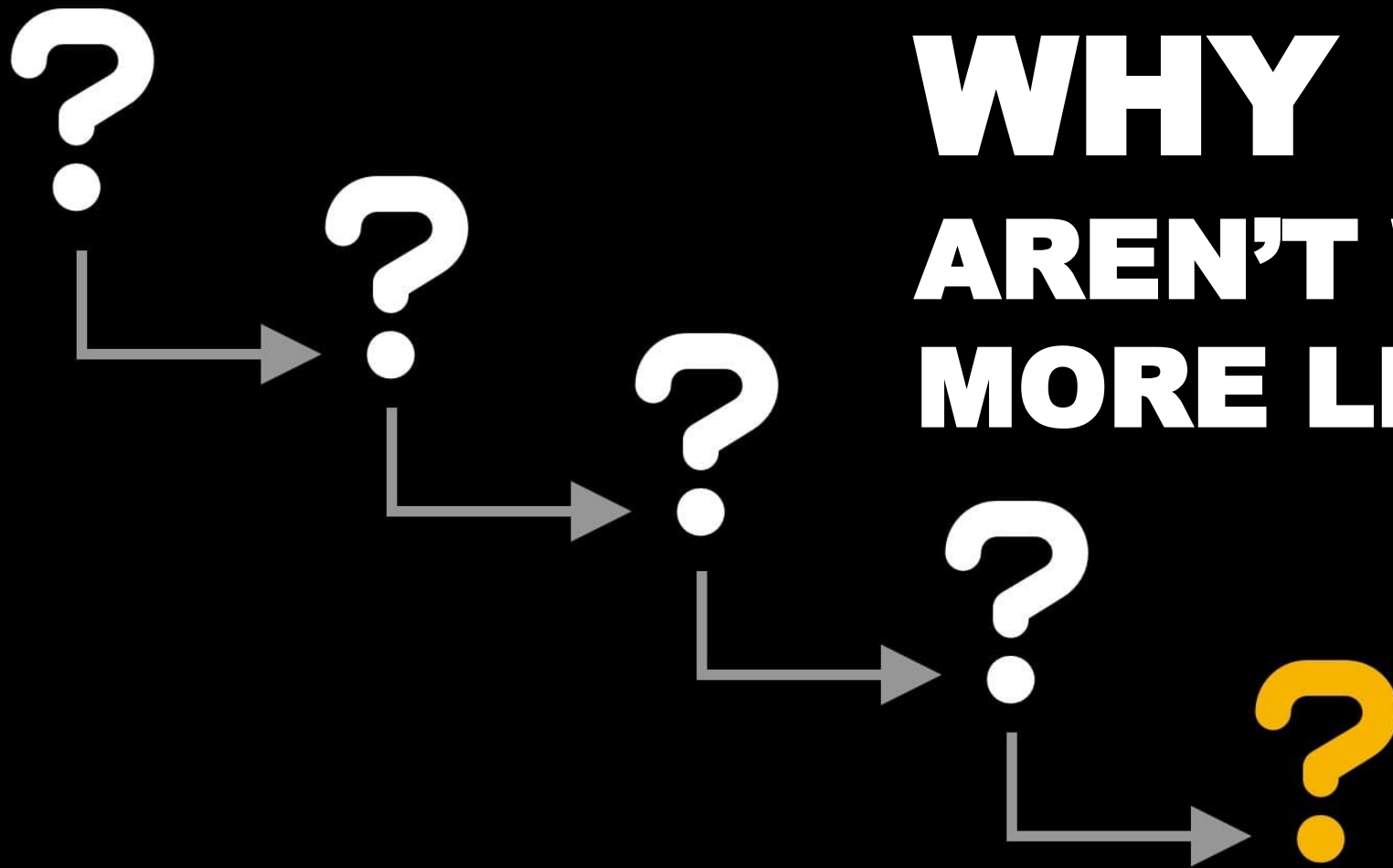
<https://youtu.be/Uzv0OSWfdCI?si=TPUrv-JSF4w-szdn>



Ask "Why?"

WHY

AREN'T WE SAVING MORE LIVES?



True solution can
be found here.

Inspire

https://youtu.be/EekFi4iso2I?si=gn5WTN1-sRENO_BP

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**Don't miss presentations from
recently designated HEARTSafe Communities**

Friday 10:35 – 11:25 AM

**CARDIAC ARREST
SURVIVAL
SUMMIT**
CITIZEN CPR FOUNDATION



citizencpr.org



#CCPRFSummit2023

Don't miss the Awards Announcement and Closing Ceremony

Friday 12:20 – 12:50 PM

**CARDIAC ARREST
SURVIVAL
SUMMIT**
CITIZEN CPR FOUNDATION



citizencpr.org

THANK YOU

