

Rotary-Kerber HeartSafe Community Campaign: Multidisciplinary Campaign to improve Lay-Rescuer Response and AED Density



Disclosure

None of the speakers have financial relationships with the companies or the products mentioned in this presentation.

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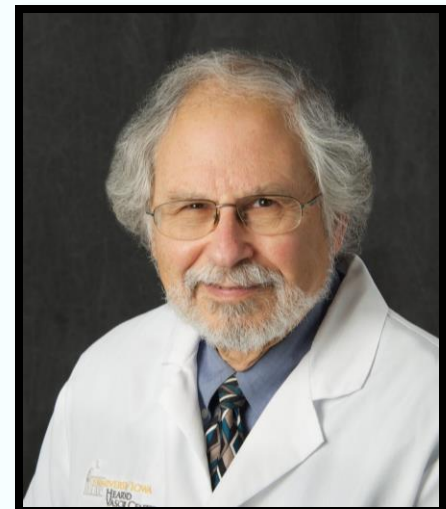
We are.....JOHNSON COUNTY!

- Community of 152,000+ residents over 624 sq. mi
- University of Iowa – 32,000 students
- Median age 30.7
- Forbes - ranked Iowa City one of the best places to retire in 2022
- County run ambulance service >15,000 911 calls
- Iowa City Noon Rotary actively involved in local efforts to improve health and wellness



Rotary Kerber HeartSafe Community Campaign (RKHCC) - How it all started

- Inspired by the pioneering research and AHA service of the late Dr. Dick Kerber
- 2019 \$10,000 Rotary grant
- Goal of the Campaign is to make Johnson County one of the safest locations to survive a sudden cardiac arrest
- County-wide collaboration with:
 - Johnson County Ambulance Service
 - the Cities of Coralville, North Liberty & Iowa City
 - the Community Foundation of Johnson County



RKHCC Community Outreach

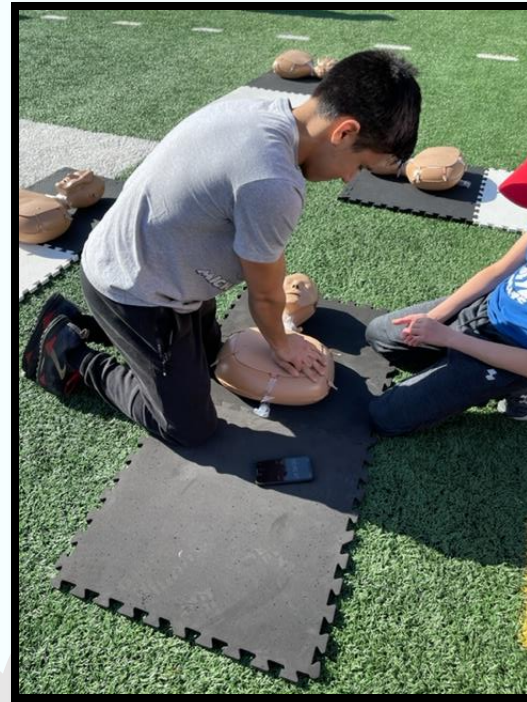
50 AEDs issued through our cost-sharing program

- Businesses with 100+ employees: \$1000
- Businesses with 16 – 99 employees: \$750
- Businesses with 15 or less employees: \$600
- Non-profits (tax-exempt status): \$500

AED package (\$2000 value) consists of:

- AED and wall mount case
- Rescue kit (gloves, scissors, face mask)
- AED signage





Community CPR –

Hundreds Trained:

- Local businesses
- Students
- Faith Communities
- Non-profits
- Herky the Hawkeye



University of Iowa Basketball Team



Campaign achievements

- AED Treasure Hunt to locate AEDs
- \$10,000 to implement PulsePoint In Johnson County
- 3800 Downloads, 447 AEDS

PulsePoint
**GET THE APP.
SAVE A LIFE.**

1 SCA victim in need.

2 911 system sends PulsePoint alert.

3 Signal received by nearby PulsePoint users.

4 Users rush to help the victim before professional help arrives.

Learn more at pulsepoint.org
Download PulsePoint App on the App Store or Google Play

BROUGHT TO YOU BY:

Iowa City Rotary Club (Moore)

HEARTSAFE COMMUNITY CAMPAIGN

EMERGENCY SERVICES

City of Iowa City
UNIVERSITY OF IOWA

North Liberty

Tiffin

TREASURE HUNT

Find the most AEDs in Johnson County in April and win!

Win \$\$\$ and an AED!

What's an AED?

Automated External Defibrillator - it jump starts a stopped heart

Where do we look?

Anywhere in Johnson County from April 1 - 30, 2022

Who can compete?
ANY TEAM!

WIN PRIZES
1st PLACE: \$250 and an AED!
2nd PLACE: \$150
3rd PLACE: \$100

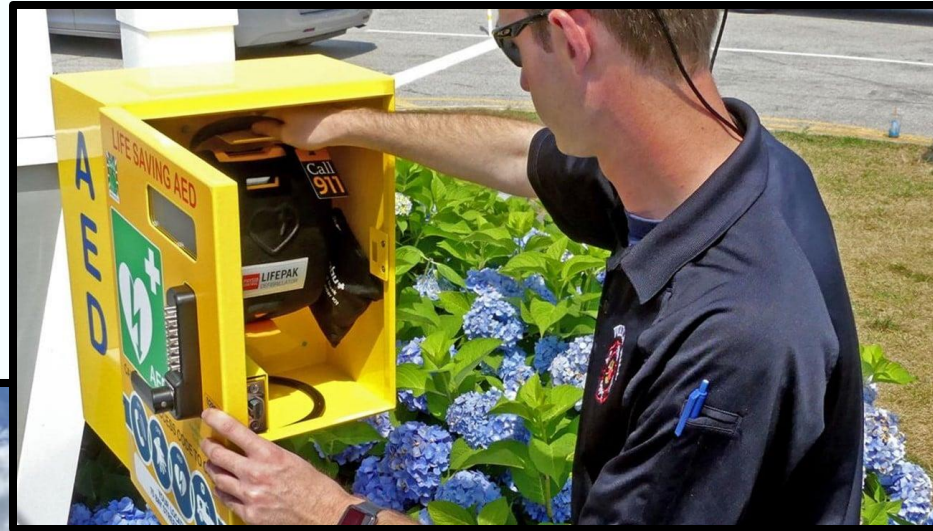
Details at iowaheartsafe.org

IT'S A FACT:
Sudden Cardiac Arrest survival **DOUBLES** when a bystander uses an AED

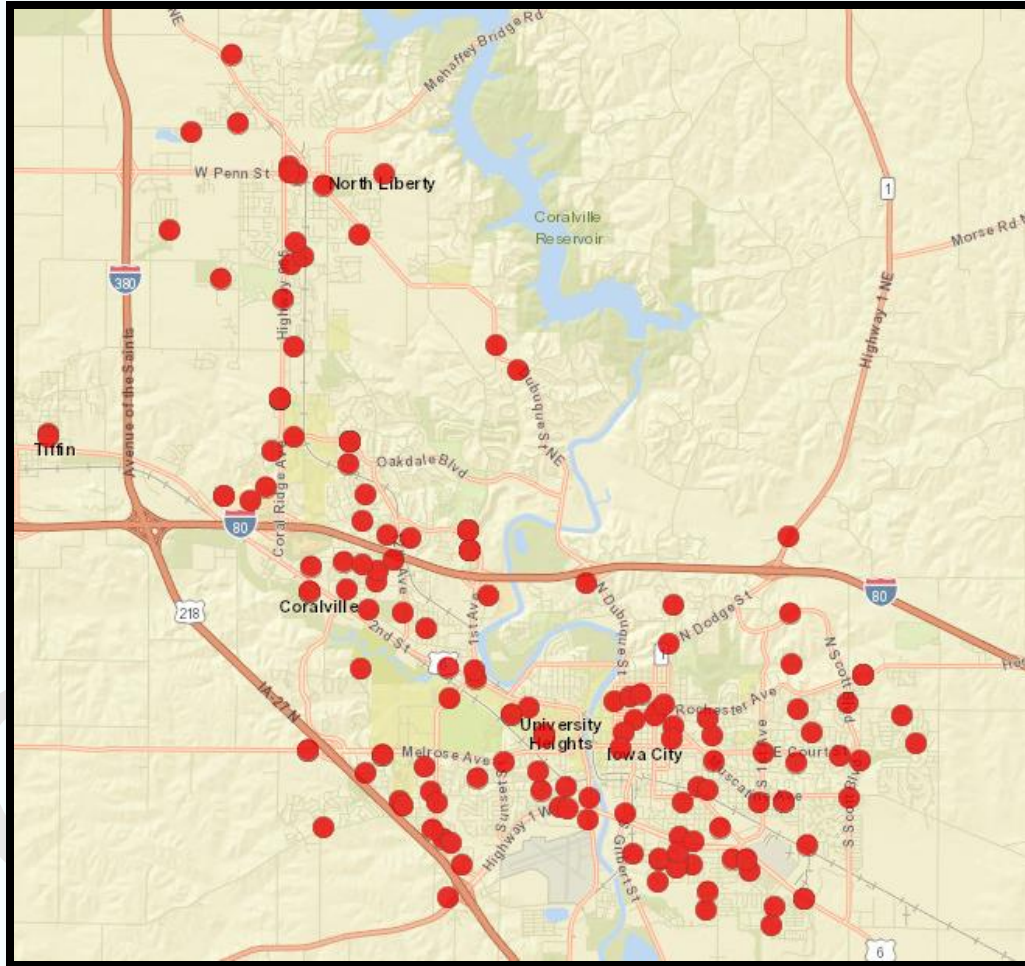
Rotary Club (Moore) | HEARTSAFE COMMUNITY CAMPAIGN



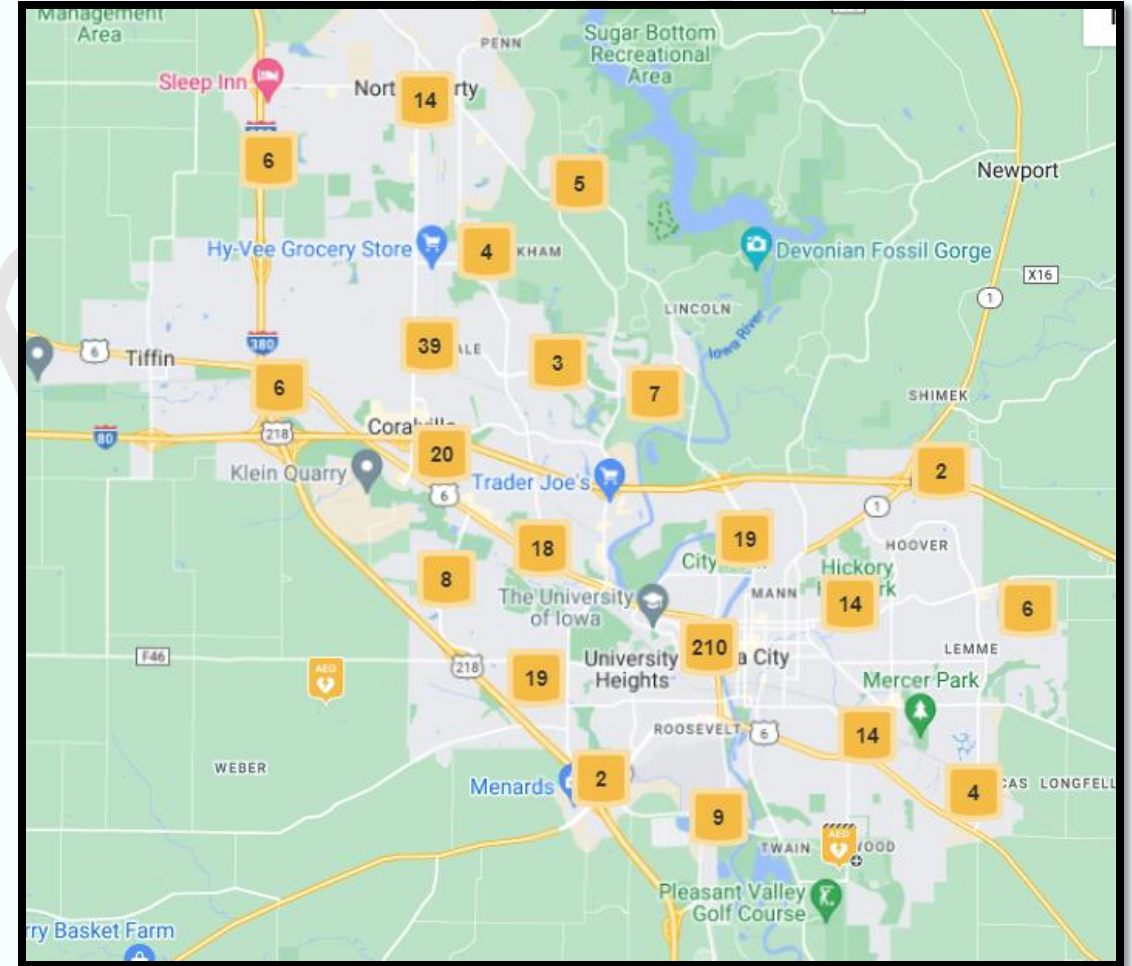
RKHCC Continued Achievements: 24/7 AEDS 40 outdoor enclosures



Cardiac Arrests Data & AED Placement



Cardiac Arrest Locations



AED Locations

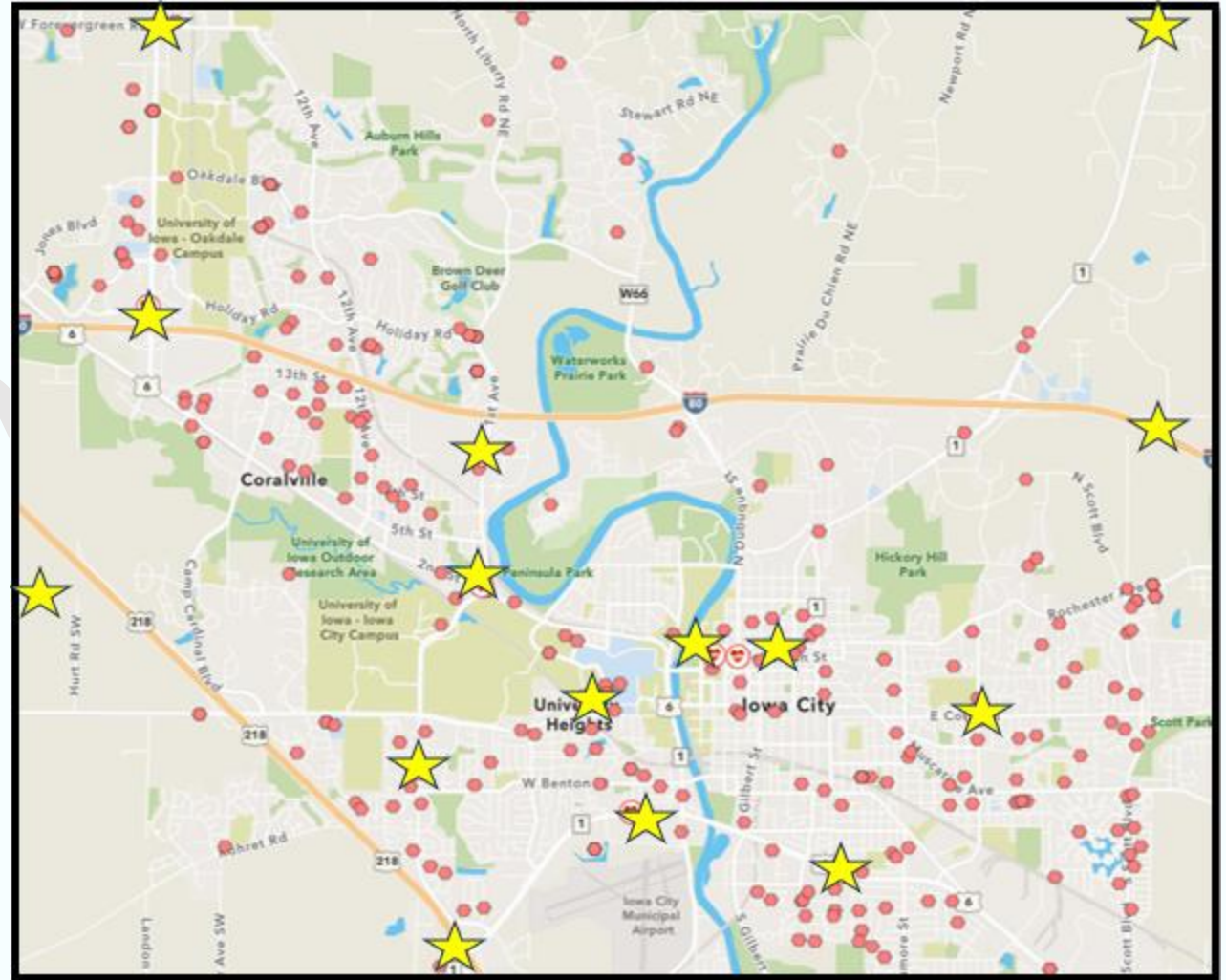


24/7 AEDs : Johnson County Cardiac Arrests



You are currently managing 447 AEDs

You are currently managing 40, 24/7 AEDS

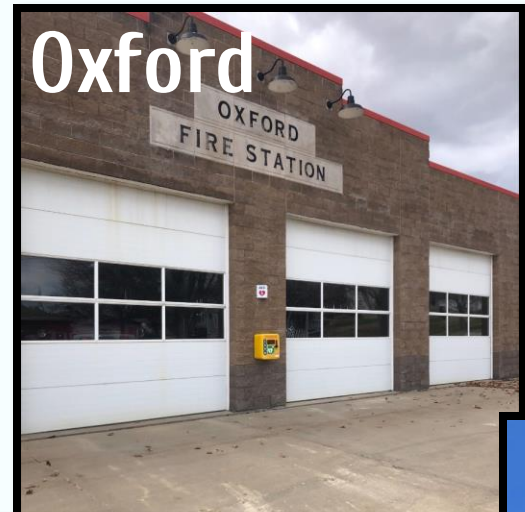


24/7 AEDs in Johnson County

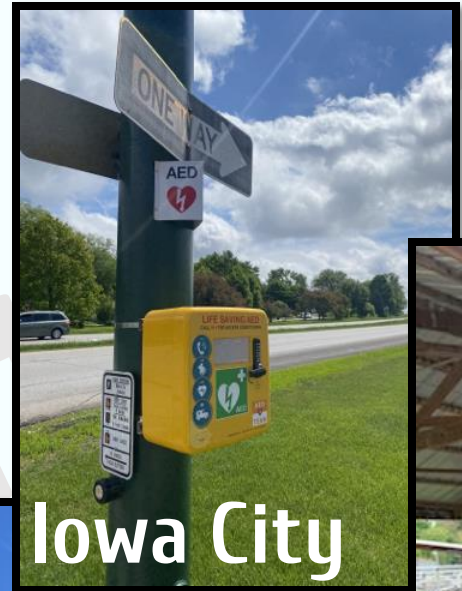


Gilmore Hall

Kinnick



Oxford



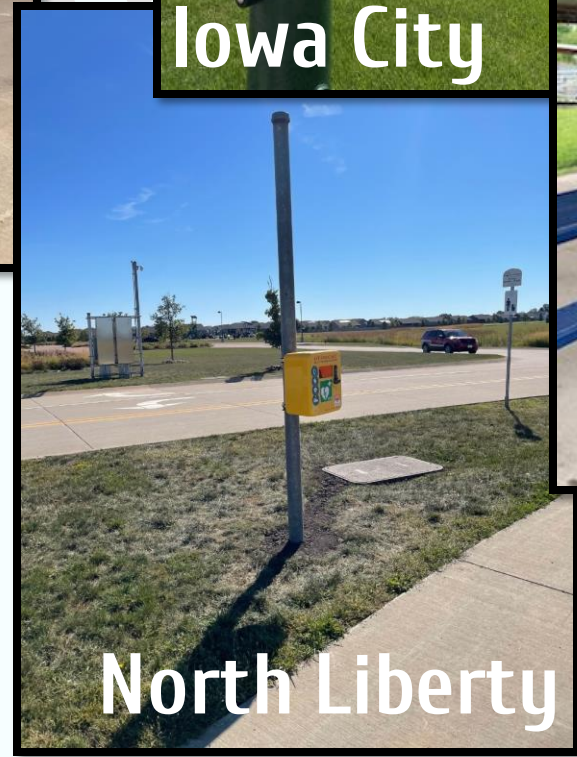
Iowa City



Tiffin



Swisher



North Liberty



Lone Tree

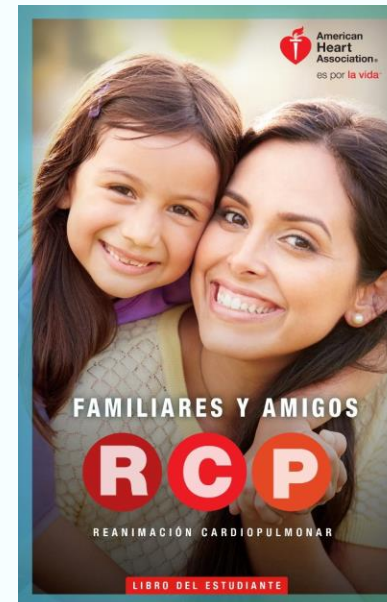
Johnson County Ambulance Service

- Cardiac arrest simulation training
- Aggressive resuscitation protocols
 - Recurrent VFib-ECPR protocol



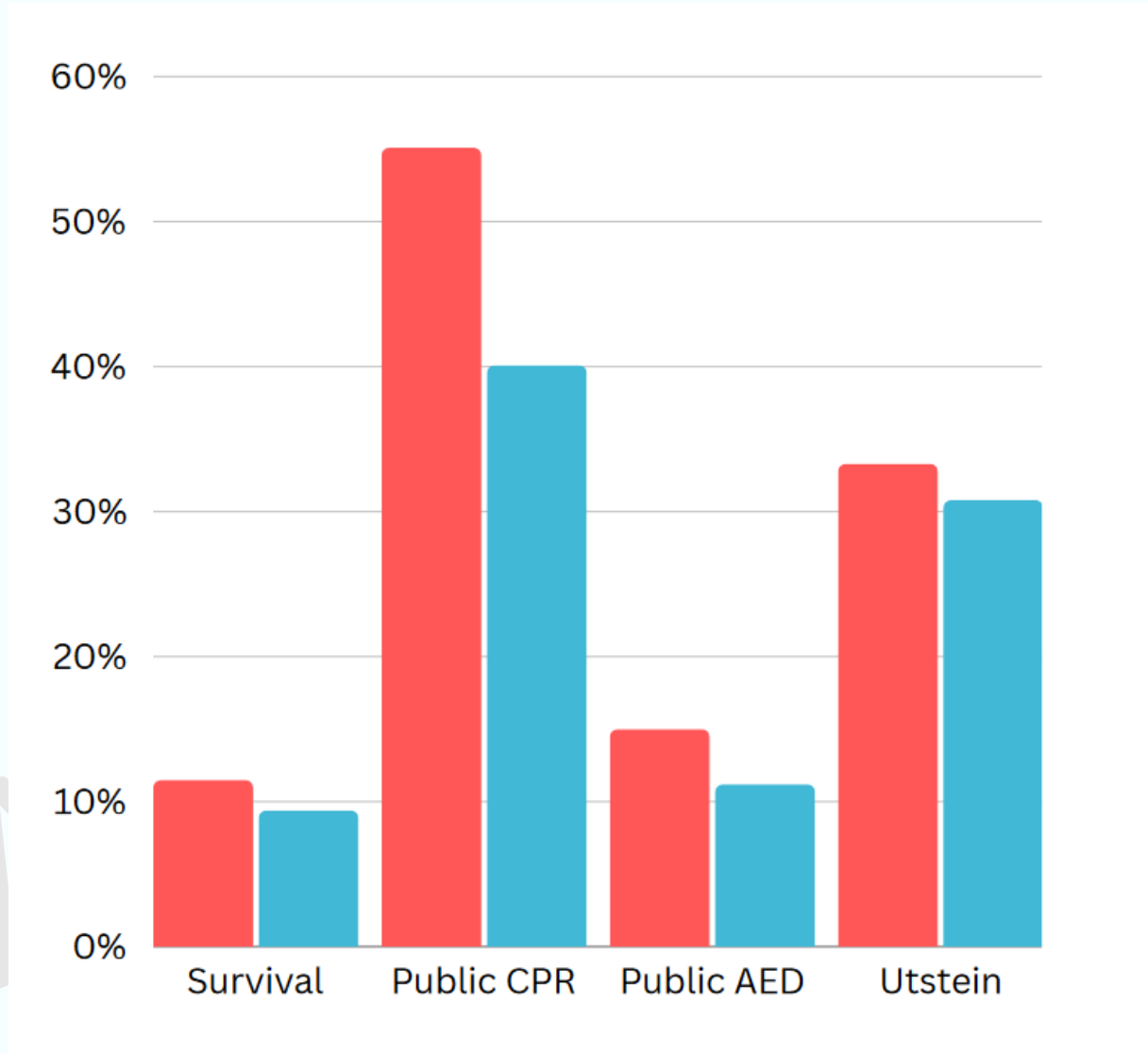
Continued Collaboration

- The Campaign has donated training manikins and AED trainers for library check out
- JCAS is providing CPR education materials in English, Spanish, French, Chinese and Arabic to the libraries





JCAS Cardiac Arrest Registry data vs. National average



Johnson County IS



Community Collaboration



Challenges

- Community awareness
- Only 2.5% of population has downloaded PulsePoint
- Enabling Critical Alerts with PulsePoint
- Addressing litigation fears
- COVID



Success Story- City High teen saved!

- 12:17 14 y/o student collapse in cafeteria
- 12:19 Bystander CPR initiated by school nurse
- 12:22 1st shock delivered
- 12:24 2nd shock delivered
- 12:25 1st Responders arrive
- 12:30 Perfusing rhythm
- 12:40 Depart school in ambulance
- 12:49 Arrive @ receiving ER
- 10 days post arrest discharged neurologically intact, making a full recovery

