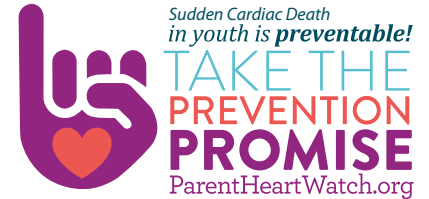


Preventing the Leading Cause of Death on School Campuses

Sudden cardiac arrest (SCA) is the leading cause of death on school campuses¹—more than fires, violence, accidents, pre-existing health issues, head injuries, natural disasters or toxins. Many of these events have lessened by national attention or the enactment of prevention standards. Sadly, there is no national standard to prevent sudden cardiac death, even though 92% of victims die.²



We know that survival rates increase dramatically when cardiopulmonary resuscitation (CPR) and automated external defibrillators (AEDs) are used within the first three minutes of collapse.³ With the national EMS response rate averaging 8 to 12 minutes,⁴ that means people at the scene are a bridge to life. But unless there's a written and well-practiced Cardiac Emergency Response Plan (CERP) in place, chances are they won't be ready.

CPR and AED legislation varies by state, and no one is monitoring noncompliance. That's why it's critical for schools and school districts to champion prevention in their communities by implementing a CERP.

Created by a national task force of health and safety organizations including AHA, AASA, AAP, NASN, SHAPE America and Parent Heart Watch,⁵ a CERP enhances a safe school environment for students, staff and visitors.

If you could prevent a tragedy from happening at your school, wouldn't you?
Visit parentheartwatch.org/cardiac-emergency-response-plan to get started.

What a CERP Can Do for Your School/District



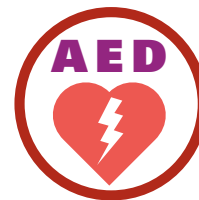
Raise SCA Awareness
Helps educate students, parents, staff and coaches about the incidence of SCA in youth and how everyone can be prepared to save a life.



Implement Emergency Response Protocol
Easily personalize CERP template and use implementation resources to share with your school community and facility renters.



Develop a Response-Ready Team
A Cardiac Emergency Response Team will be CPR/AED trained. They help implement the plan and conduct drills.



Properly Install and Maintain AEDs
Install to allow access within 3 minutes from collapse to shock—never lock away. Regular maintenance of battery and pads will ensure readiness when needed.



Conduct Life-Saving Drills
Like fire drills, CERPs only work if you practice them. Drill templates help test your team's readiness and your plan's effectiveness.



Parent Heart Watch®
THE NATIONAL VOICE
PROTECTING YOUTH FROM SUDDEN CARDIAC ARREST

¹<https://www.nata.org/sites/default/files/outcomessuddencardiaccarrest.pdf>. ²http://www.heart.org/HEARTORG/CPRandECC/What-is-CPR_UCM_001120_SubHomePage.jsp. ³JEMS. 2013;38(9):4 suppl. ⁴<http://elevaed.com/archives/2159>. ⁵<https://parentheartwatch.org/wp-content/uploads/2016/09/NASN-School-Nurse-2016-Rose-1942602X16655839.pdf>