



## “Proven” Program to Help Prevent *Sudden Cardiac Death* in Youth

**SafeBeat** is a national program designed to prevent adolescent deaths due to Sudden Cardiac Arrest by providing “free” EKG heart screenings and heart-health education to students at participating public high schools across the country. We are requesting partnership so **SafeBeat** will be available to help eradicate the long-standing epidemic of these needless and mostly preventable deaths (*approx. 7,000 deaths each year between ages 6-18*). With the help of individual and corporate sponsors, **SafeBeat** will make a difference against Sudden Cardiac Death. In addition, **SafeBeat** offers its life-saving education and advocacy not just to the registered athletes but to any child that has or is signing up for any extracurricular school activities.

***This historic partnership will directly affect millions of students, faculty, parents, and households nationwide.***

**SafeBeat** will provide:

- **Preventative Heart Screenings.** Each participating student will receive an *EKG heart screening*, administered by a licensed technician and read by a board-certified cardiologist. Screenings also include measures of *blood pressure, body mass index, and a personal and family heart health questionnaire*. Screening results are provided either via mail or secure online link for parents/guardians to share with the child’s physician. For children who are uninsured or under-insured, care will still be provided by a local appointed medical facility. Expedited appointments will be available to all students who need follow-up testing.
- **Heart-Health Education.** We educate students about risk factors, how to recognize symptoms, and how to live heart-healthy lifestyles with a focus on nutrition and exercise. We also train students in CPR and basic life support, and how to use an emergency defibrillator.
- **Emergency Action Plans.** We help each school to develop a step-by-step emergency action plan for use in the event a student goes into Sudden Cardiac Arrest (SCA).

**SafeBeat** provides participating schools with complete project oversight, management, marketing, and implementation.

### **Key Points About SafeBeat:**

Program designed to prevent adolescent deaths due to Sudden Cardiac Arrest

Free preventive heart screenings for students at public high schools

Free follow-up care and testing for uninsured and under-insured students

Education and outreach at elementary and middle schools

Children’s lives saved with a 12-minute heart screening

To learn more visit us online at [www.safebeat.org](http://www.safebeat.org)

## SafeBeat Goals

- Provide EKG heart screenings to participating students at every public U.S. high school
- Provide follow-up testing/care for students as needed, including free care for the non and under-insured
- Improve heart-health awareness
- Improve awareness of Sudden Cardiac Arrest and Sudden Cardiac Death
- Provide students with knowledge of personal risk factors, and immediate personal health threats (the presence of a heart abnormality)
- Train students in CPR
- Provide each school with an Emergency Action Plan
- Be the goal standard for preventive Heart Care

## SafeBeat Outcomes

- Students will know their immediate health threats (presence of heart abnormality) and receive follow-up care as needed
- Students will know their risk for developing heart disease, diabetes, and obesity
- Students will know how to save a life in the event someone goes into SCA
- Students will know the risks of Sudden Cardiac Arrest and death in adolescents
- Enhanced heart-health awareness
- Improved physical activity
- Fewer deaths due to Sudden Cardiac Arrest in our youth
- Healthier generation

## SafeBeat Program Distinctions

- No other organization or program is providing similar services to our target population on a National level. Therefore, the vast majority of our population of U.S. children in the will not receive a preventative EKG screening without our services – especially the non and under-insured individuals.
- No other program is offering vast exposure opportunities for their individual sponsors, corporate sponsors and endorsers within public schools on a National level
- We offer multiple media platforms for our individual, team, and corporate sponsors to receive recognition.
- Our initiative isn't "trying" to find the solution to a long-standing epidemic ~ SafeBeat is the solution!

*The American Heart Association (AHA) and the International Olympic Committee endorses the methodology of the **SafeBeat Initiative**. We have been featured by ABC News, Fox News, The Tampa Tribune, St. Petersburg Times, Tampa Bay Online, EP Lab Digest, South Tampa News & Tribune, and others – and have been publicly endorsed by former **NFL coach Tony Dungy**.*

With this unique sponsoring opportunity, not only do children's lives get directly impacted, but individuals, teams, corporations, and other supporters can benefit from the constant positive exposure in schools, homes, and communities through TV/Radio media coverage, posters, banners, take home educational material, social media and our website to millions of families all across America.

Please join us in our mission to eradicate *Sudden Cardiac Death* in America's youth; after all, what is a child's life worth? .....it's priceless!