

# PREVENTATIVE HEART SCREENING

MECKLENBURG COUNTY  
NORTH CAROLINA  
IN COLLABORATION WITH



**Help us prevent the #1 killer of  
student athletes by providing  
preventative heart screenings!**

**Join us as we**

***Screen Hearts and Save Lives!***

**[www.safebeat.org](http://www.safebeat.org)**



# SafeBeat<sup>TM</sup>

***“Screening Hearts, Saving Lives!”***

# THE SAFEBEAT MISSION

**SafeBeat** is an Initiative that establishes local and regional *Preventative Heart Screening* in an effort to prevent *sudden cardiac arrest* in youth (*#1 cause of death*) and create a healthier generation throughout area public middle/high schools. Our mission is that no family suffers the loss of a child due to *sudden cardiac arrest*.

**SafeBeat** collaborates with local hospitals, medical professionals, schools and business sponsors to successfully provide preventative heart screenings, awareness campaigns, and emergency preparedness resource materials to community schools in need.

Individuals and businesses that support **SafeBeat** have an opportunity to gain regional exposure while supporting a cause that can save families from the grief of needlessly losing a child to a previously undetected heart defect.



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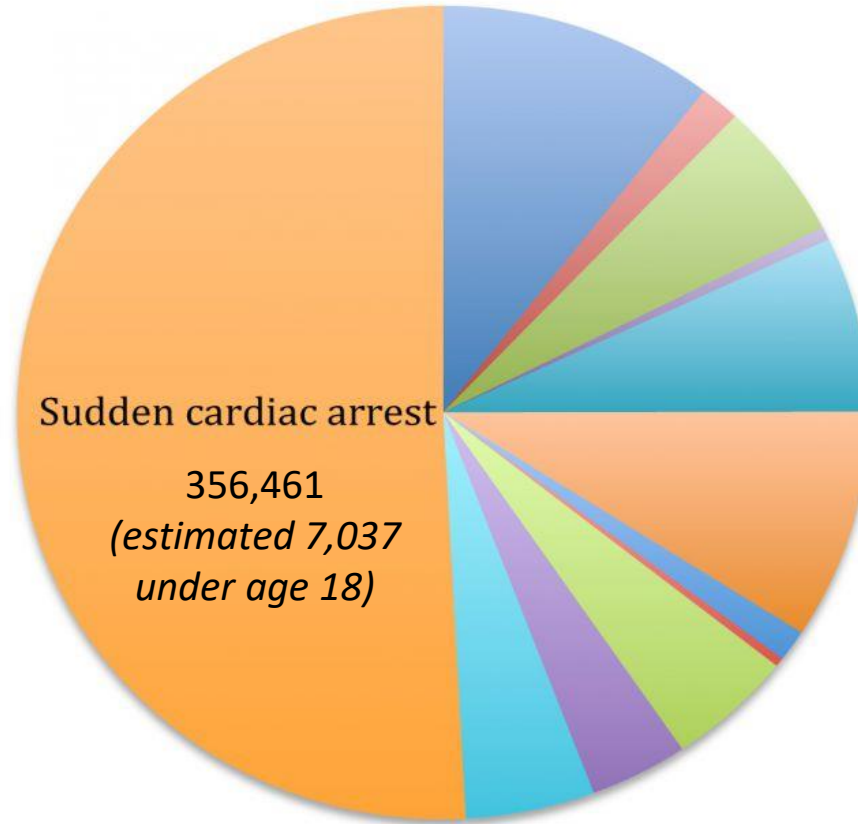
# Sudden Cardiac Arrest in the US



Mozaffarian D, Benjamin EJ, Go AS, et al. Heart Disease and Stroke Statistics—2015 Update: A Report from the American Heart Association. *Circ.* 2015;131:e1-295.

Sudden Cardiac Arrest Foundation. About SCA. Available at: <http://www.sca-aware.org/about-sca>. Accessed May 4, 2016.

<https://www.aedsuperstore.com/resources/sudden-cardiac-arrest-statistics/>



- Alzheimer's
- Assault with firearms
- Breast cancer
- Cervical cancer
- Colorectal cancer
- Diabetes
- HIV
- House fires
- Motor vehicle accidents
- Prostate cancer
- Suicides

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# MECKLENBURG COUNTY, NORTH CAROLINA



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# CHARLOTTE-MECKLENBURG COUNTY MIDDLE & HIGH SCHOOL STUDENT ENROLLMENT

(NOT INCLUDING K-12 OR VIRTUAL SCHOOLS)

MIDDLE SCHOOL	30,071
HIGH SCHOOL	44,531
TOTAL STUDENTS	74,602

Courtesy of CMS Principal's Monthly Report, 2019-20 - Enrollment as of October 4, 2019

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# SCREENING PHASE



- Phase I - Approval & Planning
- Phase II - Educating the Community
- Phase III - Screening the Population
- Phase IV - Reporting the Results
- Phase V - Acknowledge All

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# PHASE I – APPROVAL & PLANNING

- Obtain approval of school district/board
- Establish screening coordinator within school
- Develop regional and local partnerships
- Establish donors / sponsors
- Determine logistics of screening for school district
- Schedule screening event
- Awareness campaign



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# PHASE II – EDUCATE THE COMMUNITY



- Each individual middle and high school will receive an educational campaign specific to their population. This campaign will consist of posters, banners, backpack take homes, event announcements, e-mails, brochures, website, social media(s), etc.
- Draw the population to the screening
- Register the population (via [safebeat.org](http://safebeat.org))
- Schedule the population (via [safebeat.org](http://safebeat.org))

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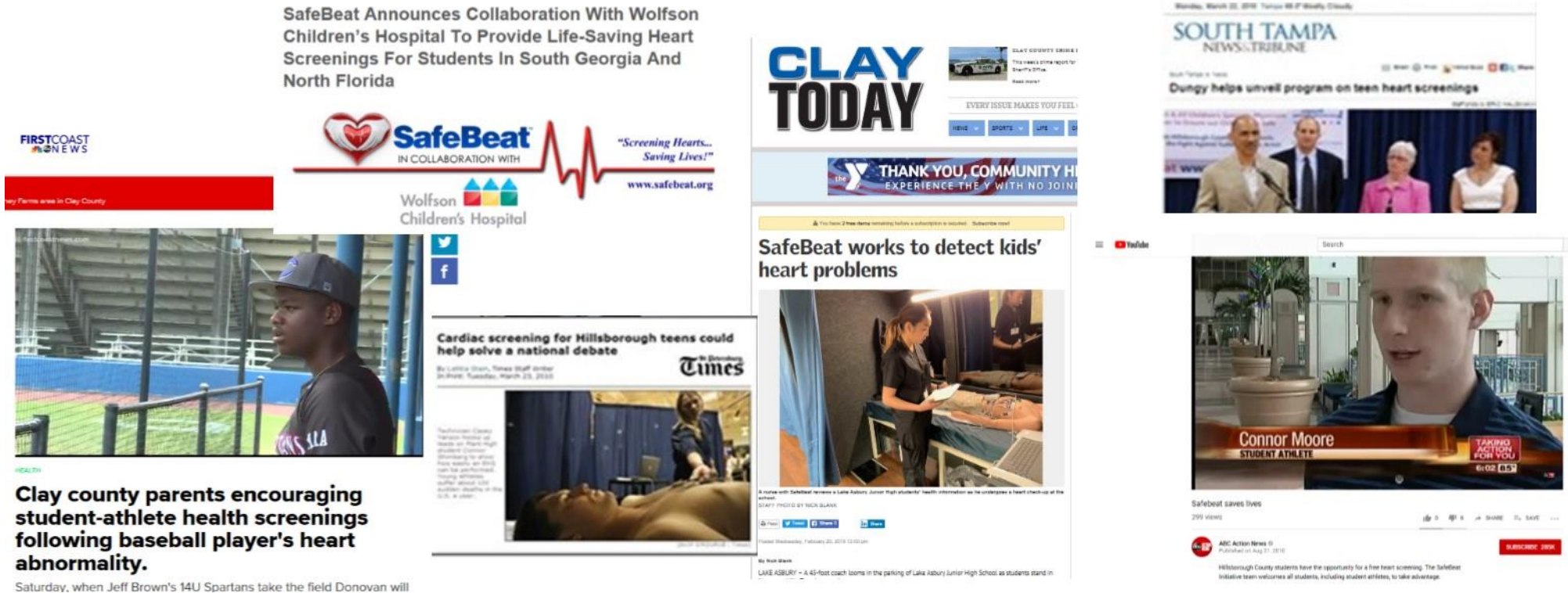
*“Screening Hearts, Saving Lives!”*





# MEDIA COVERAGE

Messaging is key in our mission to “*Screening Hearts, Saving Lives*”. We have learned that knowledge is power when it comes to the fight against Sudden Cardiac Arrest. This is an issue that needs to garner public awareness for entire communities. Press releases, media and print components of our **SafeBeat** Initiative play a key role in accomplishing this goal.



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# WEBSITE AND ELECTRONIC COMMUNICATIONS

**Safebeat.org** is our interactive and dynamic website that serves as a resource for students, parents, teachers, coaches and communities to learn more about Sudden Cardiac Arrest, upcoming screenings, and fund-raising events.



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# SOCIAL MEDIA

*The SafeBeat Initiative provides interactive social media for parents, students, educators, and communities to achieve:*

- Increase participation in heart-screening events
- Raise awareness of organizational activities
- Encourage supporters to help promote our mission
- Bring brand awareness to **SafeBeat** and our supporters



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# COLLATERAL MATERIALS

Parents learn about **SafeBeat** and its in-school screening programs through information being sent home or emailed. Information is also distributed through our e-newsletter, social media, school website announcements, robocalls, parent/teacher association and other group meetings at the school. Parents can visit our website to pre-register for screenings and/or download educational materials.

## In seconds, SCA can take a child's life

## Our screening can save a life in minutes



**SafeBeat** is a National Initiative that establishes local Heart Screening and Emergency Action Planning programs in an effort to prevent sudden death in youth and adolescents throughout America's public school systems.

This partnership with professionals, schools, and parents allows for awareness, early detection, and emergency plans at the community level.

**Early detection**  
Bring a **SafeBeat** to your community



**"Proven" Program to Help Prevent Sudden Cardiac Death in Youth**

The **SafeBeat** initiative 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 our **SafeBeat** initiative 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, the **SafeBeat** initiative will make a difference against Sudden Cardiac Death. In addition, the **SafeBeat** initiative offers its life-saving education, advocacy, and screening to the complete student body, not just the registered athletes in an attempt to leave no child out.

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

**SafeBeat Initiative 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).

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

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[www.SafeBeat.org](http://www.SafeBeat.org)


**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.safesbeat.org](http://www.safesbeat.org)


## The Cardiac Chain of Survival

Studying these steps could save your life or the life of a friend!

Research shows that the earlier a sudden cardiac arrest (SCA) victim is helped, the greater the chance of survival. Schools and students can play a critical role by jumping into action quickly in an emergency situation.



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graph TD; A[Recognize the emergency and decide to act.] --> B[Call 9-1-1.]; B --> C[Start CPR or provide continuous chest compressions.]; C --> D[Use the nearest Automated External Defibrillator (AED).]; D --> E[Continue providing help until EMS arrives and takes over care.]; E --> F[Encourage the victim to see a specialist for follow-up care.]
```



## In-School Preventative Heart Screenings

*"Screening Hearts... Saving Lives!"*

Otherwise unavailable, lifesaving heart screenings are conducted in your school to protect your students. Your school district is leading the way in a movement towards proactive prevention!

**What is SafeBeat?** SafeBeat is a National Initiative that establishes local Heart Screening and Emergency Action Planning programs in an effort to prevent sudden death in youth and adolescents throughout America's public school systems.

**Do my students have to participate?** No, this is simply a service that will be offered to parents. Screenings are voluntary and parents will make the decision to opt-in when they register their child.

**How do parents register for a screening?** Registration is fast and easy. Parents can register online at [www.safesbeat.org](http://www.safesbeat.org) or via hard copy that will be collected at the school and picked up by a SafeBeat representative.

**What does a screening consist of?** A Preventive Heart Screening consists of a Personal and Family Heart Health Questionnaire, Blood Pressure Reading, Body Mass Index Measurement, and an Electrocardiogram.

**What is an Electrocardiogram (ECG/EKG)?** An ECG or EKG is a test that measures the electrical activity of the heart. It has been proven to be the best initial indicator of a heart abnormality. In most cases, children do not exhibit symptoms of a heart problem, so a preventive EKG can help to detect a condition before it has become an emergency.

**Where do the screenings take place?** Screenings will take place at your school, during the school day. Students who are registered for a screening will receive a hall pass when their parents complete the registration. The hall pass will indicate the specific date and time the student is to be screened. (We can tailor this portion of the program to meet the needs of your school.)

**Where do students get the hall pass for their screening?** The pass is generated via the SafeBeat online registration ([www.safesbeat.org](http://www.safesbeat.org)) and can be printed by the parent. If registration is completed via hard copy, a pass will be mailed to the household along with the appointment confirmation.

**Who conducts the screenings?** The screenings are done by a licensed EKG technician who is employed by the screening contractor working with The SafeBeat Initiative. All screenings are then over-read by a board-certified age-appropriate cardiologist.

**How long is SafeBeat at my school?** Where will they set-up? Each school will be allotted between 3-5 days for their SafeBeat screening program. The number of days is based on the size of your high school. SafeBeat staff will handle all operations of the screening and will set-up in a location designated by the school, for instance, the gymnasium, lobby or a vacant classroom.

**How long does each individual screening take?** How long will students be out of class? Each screening takes approximately 12 minutes. Teachers can expect that a student will be out of the classroom for 15-20 minutes for the individual appointment. Hall passes will be signed by a SafeBeat representative with the time in which the screening was completed and students will be expected to return to class promptly.

**Sudden Cardiac Arrest (SCA) - The Facts:**

- Approximately 20 children between the ages of 6 & 18 will die today from sudden cardiac arrest (SCA) caused by a cardiac arrhythmia syndrome (CAS).
- Each year, approximately 7,000 young Americans ages 6-18 die from SCA.
- 1 out of every 143 children has a cardiac arrhythmia syndrome (CAS).
- Two thirds of SCA deaths occur in people without any prior indications of heart disease.
- In 80% of cases the first symptom is the fatal collapse.
- The sensitivity of an ECG/EKG when looking for hypertrophic cardiomyopathy (HCM), the leading cause of sudden unexpected death in adolescents, is 95%.
- Sudden Unexpected Death is three times more prevalent in young athletes than non-athletes.
- African Americans are more likely to have a SCA than Caucasians and have less than a 1 percent chance of surviving, vs. a 5 percent chance in the general population.
- A defibrillator must be used within 4 minutes of someone having a coronary episode in order to save their life. For every minute that passes without defibrillation, a person's chances of survival decrease by 10%.
- Cardiac arrhythmia syndromes (CAS) are genetic and hereditary.
- Once a CAS is detected and 1st and 2nd degree family members are tested, an average of nine additional cases are found.
- Once diagnosed, these syndromes are treatable, and individuals can have normal life spans and lifestyles.

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# PHASE III – SCREENING THE POPULATION



- Screenings provided in collaboration with *Area Hospital*
- Separate screening days for middle and high schools (*if needed*)
- Screenings consist of:
  - Heart health questionnaire
  - Bilateral blood pressures (BP),
  - Height/weight (BMI)
  - 12-Lead electrocardiogram (ECG/EKG)
- All screenings are reviewed by a board-certified pediatric cardiologist

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# PHASE IV – REPORTING THE RESULTS



- Each parent will be provided the screening results within seven to ten (7-10) business days.
- Results of the child's screening will also include information regarding any recommended follow-up instructions.
- Examples of recommended follow-up instructions:
  - a. No further action is recommended
  - b. Recommend follow up with pediatrician
  - c. Recommend follow up with pediatric cardiologist (referral from pediatrician may be required)

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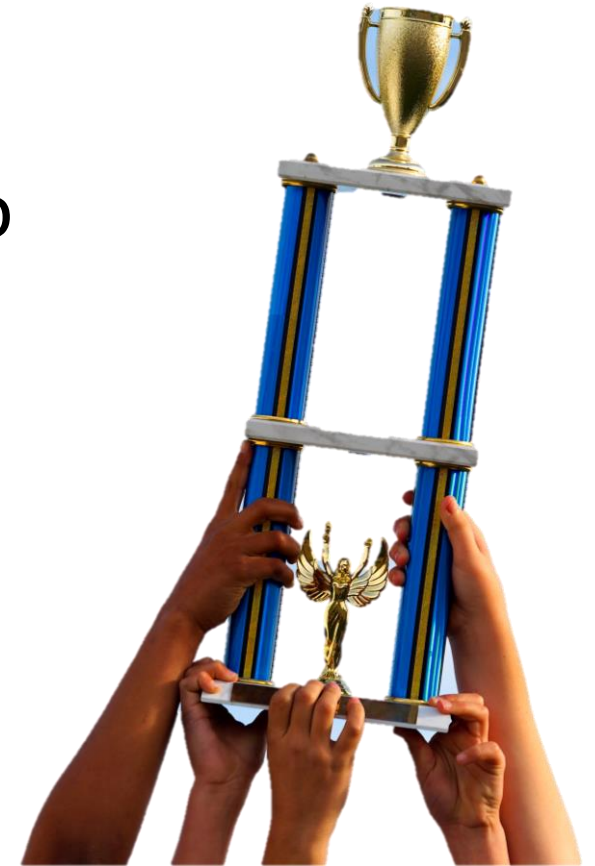




# PHASE V – ACKNOWLEDGING ALL

Following the final screening event we will be sure to give the proper acknowledgement and thanks to all those who participated, including medical institutions, schools, sponsors, and parents.

This will be accomplished through various forms of media used throughout the campaign.



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