



# SafeBeat™

“Screening Hearts, Saving Lives”

## Help Prevent *Sudden Cardiac Death* in Youth

**SafeBeat** is a national initiative that establishes local and regional preventative heart screenings in an effort to prevent sudden death in youth and create a healthier generation throughout America’s public middle/high school systems. Our mission is that no family suffers the loss of a child because of sudden cardiac arrest. 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 a *preventative heart screening*, administered by qualified staff and volunteers and read by a pediatric cardiologist. Screenings *include child and family heart health questionnaire, bi-lateral blood pressures (BP), height/weight (BMI), and a 12-Lead EKG.* Screening results are provided directly to parents/guardians via email of which they can share with the child’s physician. If post-screening follow-up care is recommended, **SafeBeat’s** local collaborating medical partner can provide those services no matter the level of insurance.
- **Heart-Health Education.** We provide access to free education materials that educate students about cardiac risk factors, how to recognize symptoms, and how to live heart-healthy lifestyles with a focus on nutrition and exercise. We also offer resources in CPR and AED training.
- **Emergency Action Plans.** We provide resources for schools to develop a step-by-step emergency action plan in the event a student experiences sudden cardiac arrest (SCA). **SafeBeat** provides participating schools with complete project oversight, management, marketing, and implementation.

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

Program designed to prevent the #1 killer of student athletes and on school campuses

Preventive heart screenings for students in public middle/high schools

Follow-up care if needed by collaborative medical partners no matter the level of insurance

Educational resources for awareness and training

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 heart screenings to participating students within public U.S. middle and high schools (that doesn't currently have screenings)
- Expedite follow-up testing and care for students as needed, including the uninsured and under-insured.
- Improve awareness of sudden cardiac arrest and sudden cardiac death.
- Provide resources for CPR and AED training.
- Provide resources for emergency action plans.
- Be the goal standard for preventive heart screenings.

## SafeBeat Objectives

- Students will be provided access to a professional heart screening.
- Parents/guardians will have a better knowledge of their child's heart condition.
- Increased awareness of the importance heart screening.
- Increased awareness that preventative heart screenings are over and above the standard physical which will lead to increased program participation.
- Enhanced heart-health awareness

## SafeBeat Long-term Impact

- Fewer deaths due to sudden cardiac arrest in our youth
- Physically healthier children
- Decrease in children's body mass index (BMI) and hypertension (HTN)
- Improved heart health education
- Healthier generation

*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!