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**Becoming a Project ADAM Affiliate Site: A Guide to Getting Started**

Thank you for inquiring about becoming a Project ADAM (**A**utomated **D**efibrillator’s in **A**dam’s **M**emory) affiliate site! You have taken an important step towards protecting your local schools and communities against sudden cardiac death. Such losses are devastating to a community, especially when a child is lost. Project ADAM affiliate programs strive to save lives through the implementation of coordinated CPR-AED efforts so there is not only an accessible AED for victims in the community, but also a team of trained staff and a practiced plan in place.

Project ADAM’s vision is to launch affiliate program sites within every state in the United States of America and beyond to serve as the lead resource in supporting implementation and sustainability of school CPR-AED programs. We look forward to taking this journey with you and are hopeful this guide will be helpful in getting started.

**What is an Affiliate Program?**

***Affiliate****:* A Project ADAM affiliate program is committed to serving as a local and statewide resource for implementing CPR-AED programs in schools and communities. Affiliate site organizations (most often a Children’s Hospital) appoint a medical director and program coordinator that collaboratively develop program structure and activities.

***Heart Safe School Designation****:*Project ADAM affiliate programs support implementation of Heart Safe Schools. Achieving this designation in partnership with Project ADAM means the school has taken all the steps necessary to safeguard the health of students, including making sure AEDs are available and accessible, that there is a written plan and team of CPR-AED trained staff ready to act in an emergency, and conduct emergency response practice drills.

**Steps toward becoming an Affiliate**

*Note: each affiliate takes shape in unique and autonomous ways. The following are general steps to work towards a fully functioning and sustained Project ADAM affiliate program.*

* **Build a Vision for your Local Program**

As you begin to plan how your local program will operate, there are two main areas of focus; Project ADAM Roles and Activities.

* **Local Project ADAM Roles –** appoint a Medical Director and Program Coordinator

*Project ADAM Medical Director* – The Medical Director role is critical to the success and sustainability of your affiliate program and ensures medically accurate information on Sudden Cardiac Arrest in youth and adults is provided to the public. This position also serves as a champion within and outside your affiliate organization serving as a support with planning of Project ADAM initiatives, research and securing program funding. Please review the **Medical Director Checklist** template for more information.

*Project ADAM Program Coordinator* – The Coordinator role is the ‘driver’ of your local program efforts. This individual can possess a variety of backgrounds including nursing, community/public health, emergency medical services, education and those affected by loss or survival of a loved one due to SCA. Review the **Program Coordinator Checklist** template for ideas on the skillset and professional background of a program coordinator. There are a variety of ways to get Project ADAM off the ground within your local affiliate site so do not be discouraged if funding for a paid position is not yet available.

* **Local Activities**

As you begin to plan what activities and priorities your program will focus on locally, it is important to know that each affiliate site is unique and often takes shape based on local school needs around cardiac emergency preparedness, local SCA stories, state laws etc. One commonality, and the basis of the work done in schools, is assisting schools to become a Project ADAM Heart Safe School. To learn more about this designation, please see the **Heart Safe School Checklist**.

* **Planning Meeting with National Office/National Teammates**

An introductory conference call should be scheduled to gauge partner interest and discuss resources in place and resources needed to start an affiliate program. Please email [projectadam@chw.org](mailto:projectadam@chw.org) to set up at time.

* *Meeting agenda items:*review of mission and how affiliate programs take shape, what is the local vision, discuss the program coordinator role, introduce affiliate and trademark agreements, ways of networking with current affiliates.
* *Attendees:* Project ADAM administrator or national affiliate staff, key affiliate hospital stakeholders (medical director, hospital administrator, coordinator if there is a prospect).
* *Documents:* The national office will provide you a copy of the **Project ADAM Agreement Packet** and **Project ADAM Program Recaps** to learn more about how each of the affiliates function at the local level.
* **Secure Affiliate Site Organizational Support**

In a majority of cases the future affiliate medical director will lead the efforts to begin making the case for Project ADAM within an organization. The **Affiliate Site Organization PowerPoint Template** will guide you through initial conversations on making the case and justifying the need for Project ADAM locally.

* **Complete the Project ADAM Affiliate and Trademark Agreements**

The Project ADAM brand and educational model is a Registered Trademark owned by Children’s Wisconsin and therefore protections have been implemented to maintain brand integrity. Agreements are completed to ensure future affiliate sites will implement the program locally following best practices, participate in regular meetings with the national network and maintain brand integrity.

* **Networking with Project ADAM National**

There are various ways to learn about becoming an affiliate by joining some of our national phone calls/meetings.

* Monthly Program Coordinator meeting Guest
* Monthly Coaching Call Guest
* Add your email to the Project ADAM Listserv
* Reach out to affiliate program leaders

Please email the national office to get added to these various platforms.

***Templates:***

Up-to-date templates referenced in this guide are highlighted in **red** and can be accessed under Join Our Team tab - [*https://www.projectadam.com/ProjectADAM/Join-Our-Team*](https://www.projectadam.com/ProjectADAM/Join-Our-Team). Templates can be customized for use within your affiliate program. Contact the National Office if you need support.