



Fall 2014 In This Issue

[Heart felt Thank You!](#)

[Project ADAM Medical
Directors](#)

[Positive Story](#)

[Tips in Training](#)

[Legislation](#)

[Young Lives Affected
by SCA](#)

[In the News](#)

[Project ADAM Updates](#)

[Like Project ADAM on
Facebook!](#) 



www.ProjectADAM.com

A heart felt thank you

Project ADAM is a not-for-profit program of The Herma Heart Center at Children's Hospital of Wisconsin and its 10 affiliate programs around the nation, whose mission is to serve children and adolescents through education and deployment of lifesaving programs that help prevent sudden cardiac death. Please visit our website, www.projectadam.com, to contact the affiliate closest to you!

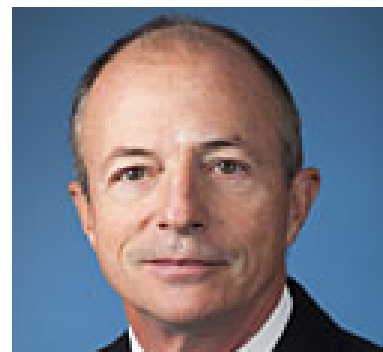
To all our Project ADAM schools and supporters throughout the country, Project ADAM thanks you, and wishes you a happy and healthy school year.

If you know people who could benefit from Project ADAM in their state, please contact projectadam@chw.org.

Project ADAM medical directors

Note from Robert Campbell, MD, director Project S.A.V.E., Georgia affiliate of Project ADAM; Chief of Cardiac Services, Children's Healthcare of Atlanta

Boxer Mike Tyson is quoted as saying "Everyone has a plan until they get punched in the mouth". This seems like a very visual statement, highly applicable to anyone becoming the first responder for cardiac arrest. I think I'm ready, but will I really respond effectively when SCA occurs?



For many years it's been stated there are two main reasons why someone would not perform CPR: 1) reluctance to perform mouth- to-mouth resuscitation on a stranger, and 2) fear of failure. The ultimate failure is not responding at all, especially not responding in a competent manner. Maybe we should be teaching that effective bystander response is a true "life skill", and we should be teaching it to all our teenagers when they graduate from high school or get their driver's license.

In our schools we have emergency preparedness for fire drills, bad weather, and intruder lockdown. Given the high density of U.S. population at elementary, middle, high schools and colleges during the day emergency action plans to respond to

cardiac arrest also seem appropriate. We realize that much of the effective response can be taught, but an effective emergency action plan also requires ongoing maintenance of the practiced response. This really centers around education and awareness. If we can build competency, we will enhance the confidence of any possible first responder. We can hopefully minimize the "fear of failure". Through our efforts we can empower first responders who can and will respond successfully.

Positive stories from program affiliates



Alison Ellison, Project S.A.V.E., the first affiliate of Project ADAM, Retires

A dedicated nurse for more than 40 years, Alison Ellison has retired. We are deeply grateful for her service and would like to take a moment to thank Alison for her invaluable role within the 2004-2013 "life" of Project SAVE, Project ADAM's first affiliate. In 2004, Alison was identified as the leader of the newly formed Project S.A.V.E. Program (Sudden Cardiac Arrest, Awareness, Vision, Education), in order to

provide a community resource for education, advocacy and awareness of sudden cardiac arrest. With a background as a school nurse and her demonstrated passion for the subject, Alison was the perfect person to lead the new initiative.

Through Alison's efforts, Project S.A.V.E. has touched all 2,246 schools in Georgia, with 1,633,596 students now having access to SCA education. Project S.A.V.E. has recognized 998 schools, as HeartSafe since early 2005. These schools are in 59/180 (33%) school districts in Georgia and 39 private schools. Project S.A.V.E. has trained 823 AHA CPR instructors in Georgia school districts and private schools. The success of Project S.A.V.E. is directly attributable to Alison's tireless efforts and passion. She is an educated and gracious giver of her knowledge and time. Several Georgia residents, adults and children, are now alive as a result of her efforts through the Project S.A.V.E. HeartSafe school program, and more will follow as a result of the foundation which she has laid.

Robert Campbell, MD, director Project S.A.V.E., Chief of Cardiac Services, Children's Healthcare of Atlanta

From everyone at Alabama LifeStart thank you, Alison Ellison! You not only helped us get off and running as a Project ADAM affiliate in 2008, but you have also run along with us ever since. I have great memories of your warm welcome when we first met in Atlanta, enjoying our across-state-lines partnership at the Alabama school nurses meeting, and our brief visit with parents and patients at Camp Smile-A-Mile. But most of all, I remember and treasure your own smile and friendship. Best wishes always to you and yours, no matter how far "up north" you go.

Cris Brown, Alabama LifeStart, an affiliate of Project ADAM

Congratulations, Alison Ellison, on your retirement and thanks so much for all your support over the years! You have been a tremendous resource for me and our Project ADAM affiliate. I can't thank you enough for always answering my questions and sharing your experiences and resources. You have been a passionate and dedicated advocate and helped to create a model Project ADAM affiliate in Georgia. Best wishes in your retirement!

Danielle Haley, Youth Heart Watch, Children's Hospital of Philadelphia, an affiliate of Project ADAM

Thank you for your dedication and commitment to Project S.A.V.E. When you introduced me at the Georgia Association of School Nurses meeting, I repeatedly heard "you have some BIG shoes to fill". What an honor to follow in your footsteps. The trail you have blazed and lives you have touched are truly an inspiration. Receiving the formal orientation packet, the long car rides across Georgia, where you shared your knowledge and lessons learned in an informal setting has taught

me so much. You continue to be an inspiration for me and countless others. Enjoy your retirement. Thank you.

Richard Lamphier, Clinical Program Manager, Project S.A.V.E., an affiliate of Project ADAM

Alison, thank you for always sharing your educational materials and ideas with us! It takes knowledgeable people like you to make sure that AED emergency response problems are identified and solved, rather than overlooked and excused. You have made a difference in schools across the U.S; and you should be proud. Thank you for stressing to us the importance of Early Recognition and All Staff Awareness. I think of you with a smile every time I see the words, "Sudden Unresponsiveness Means Sudden Cardiac Arrest Until Proven Otherwise!" Congratulations on your retirement and new granddaughter, Rosie! We are so happy for you!

Laura Friend, Project ADAM Texas Coordinator, Cook Children's Medical Center

Congratulations, Alison Ellison on your retirement! You have helped shaped what Project ADAM is today, and you have been a true advocate and hero to our communities. We want to share our gratitude with you and all of our partners, and the best way to share that story is to hear from your colleagues across the nation. A sincere and heartfelt thank you for your passion, dedication and tireless efforts!

Allison Thompson, Project ADAM National/Wisconsin Administrator

Sophomore football player saved in Alabama highlights 91 lives saved with support of Project ADAM

Alabama LifeStart, an affiliate of Project ADAM, supports Alabama schools in getting their action plan into place. Sophomore defensive lineman Alex McKeever went down near the end of the Toros' practice late Monday morning, Aug. 4, 2014, at Spanish Fort High School. It was an AED that Alabama LifeStart had donated to the school five years earlier that was quickly retrieved to help save the young man's life. When those at the scene saw that Alex was in trouble, 911 was called, and the athletic trainer ran to get the AED that he knew was in the field house. Paramedics arrived shortly after the AED was applied, then used their own AED to revive him. In addition to providing one of the AEDs involved in the save, Alabama LifeStart had also helped the school earlier by requiring reference to the AED in their Emergency Action Plan, and had provided certified AED training for one of the school's faculty members.

New Project ADAM Wisconsin youth spokesperson

Meet MiKayla Person. Through her personal experiences she knows how important having an AED and CPR training in place could be, and she worked to get an AED in her school. Get connected with your state's Project ADAM program!

[MiKayla Person](#)

Tips on training: What's the plan?

The key to a successful public access defibrillation program is a solid foundation. A team approach works best. Use your knowledge and enthusiasm to engage decision makers and others in your school. When creating a response team, ensure that you include staff that are available throughout the day in various parts of the building. Responders should be physically able to perform CPR and aid in an emergency situation. They should also be willing and enthusiastic participants.



Once your response team is in place you should establish a written response plan and protocols that are clearly defined and communicated to all individuals throughout the building. The response plan should include where the AED(s) is located, what necessitates a medical emergency in which the AED would be used, members of the response team and their roles, the procedure for emergency response, and the follow-up plan after an event. A template for the emergency response plan can be found on the Project ADAM website and also listed below.

Once the response plan is established this should be clearly communicated to all staff and students (as appropriate). Ensure that all staff are informed of where the AEDs are located and that proper signage for the AED is in place to direct responders to the location of the AED.

Practice drills are an essential part of your emergency response plan. This is when your response team practices putting the chain of survival into action: Calling 911, starting CPR and bringing the AED to the scene. A well-rehearsed response is the best way to ensure that your team will be able to effectively respond in a real emergency. Practice drills should be performed at least twice a year.

Information on creating your emergency response team, developing an emergency response plan and practice drill scenarios and a checklist can be found in the links below as well as the Project ADAM website, www.projectadam.com.

[Emergency response plan template](#)

[Conducting school-based AED drills](#)

[AED skill drill scenarios](#)

Danielle Main Haley, Youth Heart Watch Coordinator, Children's Hospital of Philadelphia

Allison Thompson, Project ADAM Wisconsin/Natl Administrator, Children's Hospital of Wisconsin

Legislation spotlight

Michigan Designates 40 Schools Prepared for Cardiac Emergencies

Lansing, Mich. - In May 2014, for the first time, the Michigan departments of Community Health (MDCH), Education (MDE), Michigan Alliance for Prevention of Sudden Cardiac Death of the Young (MAP-SCDY) and the American Heart Association (AHA) have awarded 40 schools in Michigan with the new MI HEARTSafe School designation which recognizes schools that are prepared to respond to cardiac emergencies. Project ADAM Michigan, of the University of Michigan's C.S. Mott Children's Hospital, is represented on the MAP-SCDY and contributed to the development of the certification.

Between 1999 and 2009 in Michigan, there were 3,134 young individuals between 1 and 39 years of age who died of sudden cardiac death. Of those, 246 were between 5 and 19 years of age. Governor Rick Snyder, MDCH, MDE, MAP-SCDY, AHA, and many community partners are committed to reducing the number of sudden cardiac death in our youth. The recognition of the first MI HEARTSafe Schools is another forward step in the effort to do so.

Public Act 12 of 2014 required all schools (grades kindergarten to 12) to have a cardiac emergency response plan in place by July 1, 2014. Michigan schools that already have an existing cardiac emergency response plan and have taken additional steps to be prepared for a cardiac emergency applied for the new MI HEARTSafe Schools designation beginning in November 2013. This designation recognizes those first 40 schools that have taken steps above and beyond to prepare to respond in the event of a cardiac emergency, and is awarded for a period of three years.



In order for a school to receive a MI HEARTSafe designation, it must perform at least one cardiac emergency response drill per year, have a written medical emergency response plan and team, have current CPR/AED certification of at least 10 percent of staff have accessible, properly maintained and inspected AEDs with signs identifying their location, and ensure pre-participation sports screening of all student-athletes using the current physical and history form endorsed by the Michigan High School Athletic Association.

Schools that meet all of the requirements will be able to apply for the MI HEARTSafe School designation each year. For more information about the MI HEARTSafe Schools program, visit www.migrc.org/miheartsafe.

Georgia advocates present CPR law to governor

Two students, one instructor and one CPR certified by Project S.A.V.E. (the first affiliate of Project ADAM), present Governor Deal a signed framed copy of Georgia's law requiring graduating students to be exposed to CPR.



Young lives affected by sudden cardiac arrest

Project ADAM is proud to have a relationship with Parent Heart Watch. Young lives are affected each day by sudden cardiac arrest and continuing to implement the chain of survival in our schools and communities is critical.

Sudden Cardiac Arrest & Death Headlines Sept. 1 - Oct. 16, 2014*

Oct. 15, [Living with long QT syndrome: teen fights for life he once had](#)

Oct. 15, [Collapsed player back at home. school](#)

Oct. 15, [Police release name of MSU student who died after collapsing in off-campus apartment](#)

Oct. 13, [T.W. Josey senior. varsity basketball player dies after collapsing during pickup basketball game](#)

Oct. 8, [Brothers will be Kid Captains when Hawkeyes host Indiana for Homecoming](#)

- Oct. 7, [Staten Island Teenager Who Collapsed on Football Field Died of Heart Condition, Not Heat](#)
- Oct. 3, [7-year-old boy collapses at Highland school, later dies](#)
- Oct. 2, [Marfa ISD mourns death of student Andrew Madrid](#)
- Oct. 1, [Cardiac screenings inspired by story of MikeyD](#)
- Sept. 29, [Coroner: Crowder international student's death likely caused by cardiac arrest](#)
- Sept. 29, [Bystanders help rescue teen soccer player after collapse](#)
- Sept. 29, [Salem Midget Football player dies after collapsing during practice](#)
- Sept. 29, [Rolesville HS football player dies after collapsing Friday](#)
- Sept. 28, [Happy 'birthday': Aquinas volleyball player from Grant celebrates anniversary of near-fatal collapse](#)
- Sept. 28, [Heart defect felled cross-country runner, who will have surgery](#)
- Sept. 25, [Clayton County eighth-grader dies after seizure in class](#)
- Sept. 25, [Youngster's cardiac arrest has potential happy ending](#)
- Sept. 24, [Football player listed in critical condition](#)
- Sept. 23, [Cross country runner in critical condition after collapsing at meet](#)
- Sept. 23, [High school player's death sparks call for 'medical professional' at every PSAL practice](#)
- Sept. 23, [Cooper on H.S. football: Gridiron love affair for Pascack Hills' Cortazzo](#)
- Sept. 22, [Krop Senior High Student Dies After Collapsing During P.E. Class](#)
- Sept. 18, [Update: Police do not suspect foul play in Spinks death](#)
- Sept. 18, [Donoho senior has plenty of heart to play sports](#)
- Sept. 17, [Surline student who collapsed at school recovering in Grand Rapids](#)
- Sept. 11, [North St. Paul Teen Dies Suddenly: Family Searching for Answers](#)
- Sept. 10, [Neville Football Player Recovering](#)
- Sept. 10, [SSC student dies after collapsing in parking lot](#)
- Sept. 9, [Student uses CPR to save peer suffering heart attack](#)
- Sept. 8, [Shanae, Daughter Of Late U of M Coach Larry Finch Collapses, Dies at Cheerleader Camp](#)
- Sept. 5, [Community Mourns Loss of 6-Year-Old](#)
- Sept. 4, [3 East Hamilton Middle/High School teachers honored for saving student's life](#)
- Sept. 1, [Curtis High School football player dies after collapsing at practice in Staten Island](#)

*Additional news stories can be found at www.parentheartwatch.org under News

About Parent Heart Watch: Parent Heart Watch is the national voice solely dedicated to protecting youth from Sudden Cardiac Arrest (SCA) and preventable Sudden Cardiac Death (SCD). PHW leads and empowers others by sharing information, educating and advocating for change.

Prevention efforts honor a life saved in Pennsylvania

Volunteer Dennis Crayon uses test dummies to demonstrate CPR to a group of youngsters during a cardiac screening event for young people.

[Mikey D](#)

Sun prairie mom makes school safer, highlights Project ADAM Wisconsin

To honor her hard work, Brown and Royal Oaks principal James Ackley nominated Kalberer for the Karen Smith award, which is part of the Project ADAM organization. Kalberer received the award on Sept. 9 during a surprise celebration.

This annual award is given to someone who initiates the promotion of public access to defibrillators in the community and schools. It was named after Adam Lemel, who died at 17 years old while playing basketball at school.

[Kellie Kalberer receives Project ADAM Karen Smith Award](#)

Student "saved" by Project S.A.V.E, an affiliate of Project ADAM

[Andrew Hawks](#)

Project ADAM Updates

Project ADAM announces medical director in Wisconsin

Hello, my name is Anoop Singh and I am excited to have joined the Project ADAM team this year. I have now worked in Milwaukee for six years with my medical training occurring in Ireland, Kentucky, Oregon, and North Carolina. I am the director of pediatric electrophysiology at Children's Hospital of Wisconsin, and my job involves managing children with both simple and life-threatening arrhythmias. As a result, I care for many children who are survivors of sudden cardiac arrest. Working for Project ADAM is a natural fit for me, and I leapt at the opportunity for this extension of my work in the state.

My wife, Suzanne, and I have three lovely children who make our lives wonderful (and at times crazy!). My family gives me perspective on work so that I am always respectful of the trust that parents place in their child's physician. And, my job reminds me to always hug my kids no matter what the day brings.

I'm so amazed by the work accomplished by Project ADAM in 15 years. I excitedly look forward to continued growth of the program and am honored to now be part of this passionate team.

Anoop K. Singh, MD, Medical Director, Project ADAM, Wisconsin



Welcome Project ADAM Colorado and Coordinator Courtney Zimmerman

Pictured below is Project ADAM Colorado coordinator Courtney Zimmerman. Children's Hospital Colorado, located near Denver is the newest affiliate site to join Project ADAM. As a pediatric research center committed to advancing the field of heart care in both our children and adult population, we aim to provide excellent care and resources to our patients and families through the

treatment of both congenital and acquired heart diseases. By joining Project ADAM, we strive to continue to provide resources in the schools and community as we aim to educate on the subjects of cardiac events in addition to CPR and use of AEDs. As a nonprofit institution, engaging the community ensures an unwavering support and allows the institution to positively impact the health and safety of children.

Participating in various prevention efforts, our team has engaged with the community in offering proper screenings for various risk factors, educational seminars to discuss the prevention and treatment of those diagnosed with cardiac disease and collaborating with the University of Colorado, Anschutz Medical Campus to provide the latest research. We will continue to foster and establish these relationships within the community to both educate and combat sudden cardiac arrest and sudden cardiac death. By joining Project ADAM and spreading its mission to provide assistance in developing life-saving programs within the schools, we believe we can only strengthen the relationship between the hospital and the community.

For more information, email projectadam@childrenscolorado.org or call 720-777-3872. The medical co-directors are: Christopher Rausch, MD, and Kathryn Collins, MD, and the Project ADAM Colorado coordinator is Courtney Zimmerman, MS.



[Contact Cris Brown](#)



[Contact Johneen Davis](#)



[Contact Richard Lamphier](#)



[Contact Danielle Main Haley](#)



[Contact Martha Lopez-Anderson](#)



[Contact Ryan Schaefer](#)



[Contact Karen Smith](#)



[Contact Laura Friend](#)



[Contact Gwen Fosse](#)



[Courtney Zimmerman](#)



[Contact Alli Thompson](#)
Wisc./National Administrator

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