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## Holiday Edition 2015

## Happy Holidays!

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We would like to wish all our partners a happy holiday season spent with family and friends. We look forward to continuing our important work with you in 2016!



## About Our Program

Project ADAM (Automated Defibrillators in Adam's Memory) began in 1999 after a series of sudden deaths among high school athletes in southeastern Wisconsin. Many of these deaths appear due to ventricular fibrillation, a condition in which the ventricles cannot pump blood into the body.

After Adam Lemel, a 17-year-old Whitefish Bay, Wis. high school student, collapsed and died while playing basketball, Adam's parents, Patty and Joe Lemel collaborated with Children's Hospital of Wisconsin to create this program in Adam's memory.

The project helps schools in Wisconsin and across the nation implement programs to make AEDs available. Our programs accomplish this by supporting schools in being prepared for a cardiac emergency through implementation of cardiac emergency response plans, staff CPR and AED training, student CPR education, fundraising support and sudden cardiac arrest awareness education.

Project ADAM's nationally recognized program has affiliate programs in 11 additional states outside of Wisconsin. Hospital systems around the nation have adopted the Project ADAM model in which a medical director and coordinator team collaborate with surrounding schools, communities and organizations to offer life saving cardiac emergency response planning resources. Collaborative national efforts are responsible for saving 99 lives to date, because staff or students responded to Sudden Cardiac Arrest with appropriate and timely actions.

A Project ADAM Affiliate is an organization (e.g. a children's hospital) that has committed itself to providing resources to schools and communities wishing to implement CPR-AED programs. This includes access to AEDs, CPR training for staff and students, cardiac emergency response plans, cardiac emergency response drills and acting as a community resource. Each affiliate program around the nation adopts a unique model to reach schools and communities to support cardiac emergency preparedness needs in their specific community. Our affiliate programs operate with autonomy to cater to community needs.

Our affiliate program cornerstones:

1. Increasing survivability of sudden cardiac arrest in schools and communities through education, awareness, advocacy and implementation of the cardiac chain of survival.
2. Hospital systems and health care professionals providing community support to improve the well-being of surrounding schools and communities and prevention of sudden cardiac death
3. Project ADAM affiliate programs appoint a medical director and funded program coordinator to provide programming and resources to schools and communities.
4. Our unified programs are in memory of Adam Lemel, a 17-year-old Whitefish Bay, WI, high school student who collapsed and died while playing basketball at school, due to sudden cardiac arrest.
5. All affiliate programs help to ensure a coordinated and practiced response to cardiac emergencies in schools and communities.

Learn more: [www.projectadam.com](http://www.projectadam.com)

## Project ADAM Medical Directors

We would like to extend a warm welcome to our newest Project ADAM medical director and champion to help protect and prepare our schools and communities for cardiac emergencies.

Dr. Santiago O. Valdes is an Assistant Professor in the Section of Pediatric Cardiology Electrophysiology and Pacing at Baylor College of Medicine and Texas Children's Hospital. He attended Medical School at the University of Texas Health Science Center in Houston and finished Pediatric and Chief Residency at the University of Arizona. He then went on to complete his Pediatric Cardiology and Electrophysiology Fellowship at Baylor College of Medicine and Texas Children's Hospital. He was an Assistant Professor at the University of Arizona for 5 years prior to returning to Baylor College of Medicine and Texas Children's Hospital. His research focus is the management of arrhythmias in the Pediatric population, particularly ventricular fibrillation in pediatric resuscitation.



## ECCU (Emergency Cardiovascular Care Update)

Our Project ADAM team was well represented at the Emergency Cardiovascular Care Update (ECCU) in San Diego. It was a great call to action and a wonderful blend of scientific updates and putting the science and research into action through CPR and AED programs in our schools and communities.

Project ADAM Conference Highlights:

- The first ever CPR Saves lives March was held in San Diego. The streets were shut down as we marched and advocated for more CPR and AEDs in our schools. Our teams held pictures of those we have lost too soon to sudden cardiac death.

- Dr Berger led a town hall meeting on CPR in schools and active task force groups will come to fruition to continue discussions on national and local levels.

### Presentation Highlights:

*Project ADAM - Implementing CPR-AED Programs Across the Nation*, Anoop K. Singh, MD, Allison Thompson, Project ADAM Administrator, Children's Hospital of Wisconsin

*Preventing Sudden Cardiac Death in the Community*, Richard Lamphier, Clinical Program Manager, Children's Healthcare of Atlanta

*How to Implement a CPR and AED Training Program in my School/College/University; And Innovations Like How to Stop the Zombie Apocalypse!* Stuart Berger, MD, Jeff Ranous, PhD, ATC, NREMT, Edward Stapleton, EMT-P, Program Chair, Irf Asif, MD, Jennifer Edwards, BA

*Preparing Your School for a Cardiac Arrest Emergency*, Jeff Ranous, PhD, ATC, NREMT, Martha Lopez-Anderson, Chair, Board of Directors, Parent Heart Watch, Mary Newman, MS, Kathleen Murphy, DNP, RN, FNP-BC, Michele Snyder, President, Parent Heart Watch

Go [here](#) to learn more



## What's The Plan?

In the event of a cardiac emergency in your school or community, everyone should know what the plan is. Where is the AED? Are there staff and students trained in CPR-AED use? Is there a school communication code to indicate there is a cardiac emergency?

Project ADAM began talking about implementing cardiac emergency action plans after Adam Lemel's sudden death in 1999, and over the course of 16 years of advocacy in the cardiac emergency preparedness field, a plan in schools and communities is thankfully getting national attention. Project ADAM joined the American Heart Association and a task force of 11 national partner organizations across the country to craft a Cardiac Emergency Response Plan for schools. Please use this as a template in your schools and talk with your nearest Project ADAM coordinator or medical director about getting a comprehensive school CPR-AED program in place.

You can check it out [here](#)

For updates to the CERP, please go [here](#)

## Drill Awareness

The best way to test your plan and communication is through a cardiac emergency response drill. Reach out to one of our Project ADAM coordinators or partner schools for support. You can find a drill description and scenarios [here](#).

## Affiliate Programs In The News

Read the stories below to learn how Project ADAM affiliate programs are making a difference and saving lives in schools as a part of hospital systems around the nation. Contact [projectadam@chw.org](mailto:projectadam@chw.org) and learn how to start an affiliate program.

<https://www.youtube.com/watch?v=HAeKa0wIC7A>

<http://health.usnews.com/health-news/patient-advice/articles/2015/08/05/how-to-use-an-automated-external-defibrillator?int=a14709&int=a21a09&int=a2ab09>

## Project ADAM Launches New Program in Houston, Texas

We are happy to introduce Melody Stephens and Dr. Santiago Valdes as new staff for Project ADAM at Texas Children's Hospital.

Melody Stephens (pictured on the right) will serve as the Project ADAM Program Coordinator at Texas Children's Hospital.

After losing her 18 year-old son Cody, a Tarleton State University football recruit, to a Sudden Cardiac Arrest from an undetected heart disease in 2012, Melody and her family started [The Cody Stephens "Go Big or Go Home" Memorial Foundation](#). Their foundation helps school districts implement and facilitate EKG screenings, improves physicals for middle and high school student athletes, and educates the public, coaches, and state lawmakers on Sudden Cardiac Arrest in young athletes. Melody looks forward to strengthening her schools and communities to be prepared for a cardiac emergency through partnership with Project ADAM. You can contact Melody at [melodys83@gmail.com](mailto:melodys83@gmail.com).



[Contact Cris Brown](#)



[Contact Amber Lindgren](#)



[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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