



Sudden Cardiac Arrest Association

POWER AND PASSION... SAVING LIVES

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SUDDEN CARDIAC ARREST ASSOCIATION LAUNCHES NORTHERN NEW JERSEY CHAPTER

Fairfield Group Will Work to Prevent Sudden Cardiac Arrest
Through Public Education and Advocacy

WASHINGTON, DC, May 8, 2008 - The Sudden Cardiac Arrest Association (SCAA) announced today that it has launched a Northern New Jersey chapter as it builds a network of local organizations to help carry out its mission of preventing sudden cardiac arrest (SCA).

Chapter leader Scott Larson is an emergency medical technician and has volunteered as such for over 35 years. He has been actively involved with the American Heart Association and has over 30 years of CPR teaching experience, including the oversight of a large CPR training program with over 200 affiliated instructors training over 8,000 people annually. He will be collaborating with Robert Stickel of Lifesavers, Inc. as well as Dr. Mark Rosenthal, M.D., FACC, of Morristown, NJ, who was instrumental in coordinating a public access to defibrillation (PAD) program for the town of Telluride, CO. The group will be using the model from Telluride and applying it to Fairfield and its neighboring areas.

“We are excited about our affiliation with the Sudden Cardiac Arrest Association,” said Scott. “A comprehensive approach to avail resources for training and equipment is essential to assure prompt, quality care to persons experiencing medical crises and make a bigger impact across New Jersey and the surrounding region. We want to spread awareness of sudden cardiac arrest and promote the importance of quick resuscitation for victims of heart failure.”

Sudden cardiac arrest (SCA) is a leading killer in the U.S., striking more than 350,000 annually, with a survival rate of only about five percent. The death rate for SCA exceeds the combined death rate of breast cancer, lung cancer, stroke and HIV/AIDS. SCA is triggered by an electrical problem with the heart that causes the heart to stop beating, and is often confused with a heart attack. SCA victims can often be revived with CPR and quick access to defibrillation to shock the heart back into rhythm. While there are more automated external defibrillators (AEDs) in public facilities and more patients implanted with Internal Cardiac Defibrillators (ICDs), broader AED deployment and better patient understanding of the condition is critical to improving the odds of survival.

In January SCAA announced its first 13 chapters and affiliates and expects to have at least 30 in place by the end of spring. SCAA chapters and affiliates bring together sudden cardiac arrest survivors, patients, medical and emergency professionals and community leaders to carry out public education and advocacy programs and activities. Programs and projects will include patient support, broader deployment of Automated External Defibrillators (AEDs) and CPR training, better public/patient awareness of sudden cardiac arrest, and improved screening and access to medical care for individuals who may be at risk.

“We have identified a committed group of volunteers and local community leaders like Scott Larson who have enthusiastically responded to our plans for a national network of local chapters and affiliates,” said Chris Chiames, SCAA’s executive director. “People from all walks of life and all kinds of interests have been touched by sudden cardiac

arrest and we are heartened by their response to help. They know that our organization can make a difference in saving lives through better public response and better public education. While we work to expand our national presence and influence, we are going to rely on our local chapters and affiliates to make the real impact in their communities through education and advocacy.”

Along with the Northern New Jersey chapter, local SCAA chapters and affiliates include:

- Austin, Texas
- Cape Cod, Massachusetts
- Denver, Colorado
- Kansas City (Kansas and Missouri)
- Hawaii
- Houston, Texas
- Iowa
- Little Rock, Arkansas
- Long Island, New York
- Lubbock, Texas
- Minnesota (Minneapolis-St. Paul and Rochester)
- Northeast Ohio
- Northwestern Minnesota
- Orange County, California
- Paramus/Ridgewood, New Jersey
- Queens, New York
- Sacramento, California
- San Francisco Bay Area, California
- Southeastern Massachusetts
- South Florida
- Southwest Connecticut
- Western Maine
- Western Pennsylvania
- Wilmington, Delaware

SCAA is based in Washington, DC and is singularly focused on the issue of sudden cardiac arrest. It co-chairs the Sudden Cardiac Arrest Coalition with the Heart Rhythm Society, a professional association for electrophysiology and heart rhythm physician specialists. SCAA provides its local affiliates with a broad program of projects and activities that can be tailored to the interests and needs of the local community. For more information on SCAA and the Northern New Jersey chapter, please go to www.suddencardiacarrest.org, and visit the Chapters/Affiliates section.