

Contra Costa County

HeartSafe Community



Re-designation



On-Going Community Awareness Campaign

Most people wait two (2) hours or more to seek medical assistance after experiencing symptoms of a heart attack. Further, countless people travel to the emergency room by privately owned vehicle. Both of these issues are contributing factors to the high mortality rate associated with heart attacks. Ideally, people experiencing symptoms or those with someone experiencing symptoms will dial 9-1-1 right away for care and transport to a hospital in an ambulance.

An ongoing community awareness campaign should not only include information on how a person can reduce their risk of having a heart attack, stroke or sudden cardiac arrest (SCA), but just as importantly what to do should it occur. Examples of a community HeartSafe awareness program are:

- A unique marketing campaign that includes information on
 - Cardiovascular disease risk factors
 - Prevention techniques
 - Signs and symptoms of a cardiovascular emergency
 - Importance of the Chain of Survival
 - Importance of early activation of 9-1-1
 - How to call 9-1-1
 - Importance of immediate initiation of CPR
 - Knowledge of public access AEDs and the importance of using available AEDs
 - HeartSafe program

- Development and implementation of a system to track and evaluate the effectiveness of various marketing tools and methods.

While prevention is the preferred method of reducing the loss of life from a cardiovascular emergency, history has shown if the focus is on prevention alone you will have little impact on decreasing the incidence of a SCA.

Our goal is community awareness of the signs and symptoms of a cardiovascular emergency (heart attack, stroke or SCA) and at least 90% of the time residents activate the 9-1-1 system for cardiovascular related problems in lieu of going to the hospital by a privately owned vehicle.



Contra Costa County

Application Form for *HeartSafe Community* Re-designation

The Contra Costa County Emergency Medical Service Agency and the American Heart Association (AHA) encourage and promote community awareness regarding cardiovascular health and the potential for saving the lives of persons with cardiac emergencies.

In order to increase this awareness, the County Emergency Medical Services Agency has launched an initiative to designate Contra Costa cities, towns and communities as *HeartSafe Communities*.

A *HeartSafe Community* VIGOROUSLY supports:

- Strategies that improve the chances of favorable outcome for victims of acute event emergencies such as heart attack, stroke, and cardiac arrest.
- Promotion of cardiovascular health promotion and early detection.

To qualify for re-designation as a *HeartSafe Community*, please complete all the information requested in this form.

Name of City/Town/Community seeking re-designation:

<i>City/Town/Community</i>		
	CA	
<i>Address</i>		<i>ZIP Code</i>

Chief Elected/Appointed Official (or designee):

<i>Name</i>	<i>Job Title</i>	
<i>Business Address</i>	<i>Business Phone</i>	
<i>Contact Person Name/Title</i>	<i>Phone Number</i>	<i>E-mail Address</i>

Lead Organization for Coordination of *HeartSafe* Designation (or designee):

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Name

Job Title

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Business Address

Business Phone

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Contact Person Name/Title

Phone Number

E-mail Address

I attest that all information contained in this application is correct. Supporting documentation is on file for review.

City/Town/Community Official: _____
Title

Name (Print) *Signature*

Please **mail** this application to the address listed below.

**Contra Costa County Emergency Medical Services
Attn: Lisa Vajgrt-Smith
1340 Arnold Drive, Suite 126
Martinez, CA 94553**

Department USE ONLY Recommended Not Recommended (*Explanation Attached*)

Recommendation

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Name/Title (Print)

Signature

