

April 5, 2001

Caroline Boitano, President
BankAmerica Foundation
Post Office Box 37000, Department 3246
San Francisco, California 94137

Dear Ms. Boitano,

It is my pleasure to present a proposal for implementation of a Public Access Defibrillation (PAD) Program for the Atwater, California community. With your support the Atwater Firefighters' Association will improve the cardiac arrest survival rate for our community members by providing laypersons access to Automated External Defibrillators (AED's).

Once found only in hospitals, defibrillators are now inexpensive and fully automated. The American Heart Association (AHA) credits these devices with improving cardiac arrest survival rates nationwide. The Atwater community is committed to the highest possible level of out-of-hospital cardiac care, and has equipped all of our emergency response vehicles with AED's. We have been highly successful with this program and improved our cardiac arrest survival rates from 5% pre-AED to 30% post-AED.

Although survival rates in Atwater are well above the national average of 15%, the Atwater Firefighters Association is not content to let seven of every ten cardiac arrest victims die. Instead we plan to move the defibrillators even closer to the victims by placing them in every business, public gathering place, medical clinic, police car, school and gymnasium in the city. Chicago's O'Hare airport has shown laypersons with no training at all are able to deliver a shock to cardiac arrest victims within 90 seconds of first introduction to an AED.

With your gift of \$25,000, the Atwater Firefighters' Association will create trainers in public use of AED's, purchase training equipment, and advertise our service to local government and business. Local community leaders are already committed to purchasing our non-profit services. Once the training program is available, the Atwater community will be responsible for the cost of purchasing and maintaining an effective PAD program.

With your help, the Atwater Firefighters' Association will continue its history of community enhancement by providing the citizens of Atwater with a self-sustained training, implementation, and support program for Public Access Defibrillation.

Thank you for your consideration,

Jeremy Rahn, President
Atwater Firefighters' Association
699 Broadway
Atwater, CA 95301

COUNTDOWN TO SURVIVAL

PUBLIC ACCESS DEFIBRILLATION IN ATWATER, CALIFORNIA

*Once each minute, an American dies from sudden cardiac arrest...
-American Heart Association*

Robert Blais, Grant Program Manager
Atwater Firefighters' Association
699 Broadway
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PROGRAM ABSTRACT

The Atwater Firefighters' Association is seeking \$25,000 from BankAmerica Foundation to initiate a Public Access Defibrillation (PAD) program within the greater Atwater community of 25,512 residents. Placement of AED's in strategic locations throughout the city, in addition to an ever-increasing number of citizens trained in their use will improve cardiac arrest survival rates in Atwater. Once established, the PAD program will continue to fund itself in future years, without further need for grant source funding.

The gift from BankAmerica Foundation will be combined with additional funds from Agilent Technologies, community members, and in-kind donations from our Association. This cooperative effort will provide the seed money for purchase of instructor training and materials, necessary classroom props, and advertising to target businesspeople and government leaders.

Once funded, the Association will provide citizens with American Heart Association approved training in the use of AED's. This service will be "sold" at cost to our "customers", the local business community. Customers will be financially responsible for the cost of the AED and continuing re-certification requirements. Fees will be set at cost, and will only be used to insure the continuing success and growth of the Atwater PAD program. Attached are participation commitment letters from local officials and businesspeople.

Neighboring city community groups have also approached our Association requesting PAD training. The scope of our proposal is limited to Atwater, but once saturated will logically progress outward. The potential benefit to the greater Atwater area includes an additional 65,000 citizens.

INTRODUCTION

The Atwater Firefighters' Association is a federally registered 501(c) 3 Non-profit Corporation. We are governed by a board of eight elected officers from the ranks of the Atwater Fire Department. Our mission statement:

It is the Mission of the Atwater Firefighters' Association to preserve the valuable history of the Atwater Fire Department and to find ways to enhance our community by fulfilling needs that would otherwise go unmet.

Atwater is a rural community located in the San Joaquin Valley with a population of 25,512. The Atwater Fire Department boasts 2 fire stations with one ladder truck, 2 engines, and 1 ambulance, all equipped with AED's. In the year 2000, the Atwater Fire Department had 900 emergency dispatches, 2/3 of which were medical calls. We have a force of 17 firefighters and officers, 16 volunteers, and 1 paramedic who are all proud members of the Atwater Firefighter's Association.

The Association was founded in 1995, when a young man in our community was struck by a hit and run vehicle, suffered extensive internal bleeding, and lapsed into a coma. His parents were uninsured, and so the Association raised enough funds to cover most of his hospital expenses. We have hosted many other community events and just recently raised \$10,000 to donate to the Cancer Society.

There are many places the community of Atwater assembles that could benefit from the placement of an Automatic External Defibrillator, namely a regional airport which hosts annual air shows, a large ballpark with 3 playing fields, various government buildings, a golf course, schools, and the local Bank of America branch. The Public Access Defibrillation Program we are proposing is in direct keeping with the fire department's mission statement, which is to save lives, protect property, and to maintain our deep commitment to the health and safety of the Atwater community.

PROBLEM STATEMENT

The American Heart Association estimates your chance of surviving cardiac arrest decreases 10% for every minute that passes after your heart stops beating. CPR can prolong your viability but is credited with actually restarting the hearts of only 3% of victims. Early defibrillation, or an electric shock to the heart, is the only treatment modality proven to convert lethal heart rhythms back to normal heartbeats. *The time it takes from collapse to application of the defibrillator is your countdown to survival.*

On November 5, 2000, Daniel Freeman was shopping with his wife Sue at the Atwater Village Mall when he began to experience chest discomfort and shortness of breath. Daniel's condition rapidly worsened and he fell unconscious due to cardiac arrest before he could seek help. Sue Freeman called for help and by-standers called mall security in addition to 9-1-1. Mall security quickly reached Daniel Freeman and began CPR. The Atwater Fire Department paramedics arrived at Daniel Freeman's side six minutes later, yet despite these efforts Daniel Freeman later died at the Atwater Community Hospital.

The Atwater Village Mall owner, Samuel Winchester, later asked members of the Atwater Fire Department if there was anything that could have been done to increase Daniel Freeman's chances of survival. It was this tragic event that sparked the idea by the Atwater Firefighters' Association to develop a Public Access Defibrillator (PAD) program for the City of Atwater. Had this program been available in Atwater, Daniel may have been provided with a life-saving shock given by mall security personnel within one minute of cardiac arrest increasing his chances of survival by up to 60%.

As word of the program spread throughout the community, the Atwater Firefighters Association found much support for the idea of starting a PAD program in the City of Atwater. Mall owner Samuel Winchester supported the PAD program by committing to place two AED units in strategic locations in the mall. Edward Stuff, the Mayor of Atwater, also saw the importance of providing this life-saving service to the community and committed to placing AED units in all city government buildings. Sue Freeman, upon learning about the Atwater firefighter's goal of developing this life-saving program, eagerly committed to donating \$2000 to their program in her husband's memory. Agilent Technologies, the supplier of the Atwater Fire Department's AED units, agreed to donate one trainer AED for every one we purchase.

With tremendous community support, the Atwater Firefighters Association has begun its drive to raise the additional \$25,000 needed to develop and implement a Public Access Defibrillator program in the City of Atwater.

PROGRAM GOAL AND OBJECTIVES

It is the goal of the Atwater Firefighters' Association to:

Increase cardiac arrest survival rates in the Atwater community.

To achieve this goal, the Atwater Firefighters' Association has set the following as critical component objectives:

- ❑ **To qualify ten members as instructors in the AHA Heartsaver training program.**
- ❑ **To purchase needed training supplies for hands-on classroom instruction.**
- ❑ **To create a public awareness campaign for the PAD program.**

METHODOLOGY AND TIMETABLES

To fulfill our objectives, we will employ the following methodology:

Objective: To qualify ten of our members as instructors in the AHA Heartsaver training program.

Methods:

- ❑ Recruit members of the Atwater Firefighters' Association who wish to become qualified AHA Heartsaver instructors.
- ❑ Enroll ten volunteers in the AHA Heartsaver Instructor course at the Mercy Hospital AHA Community Training Center in Merced, California.

Objective: To purchase needed training supplies for hands-on classroom instruction.

Methods:

- ❑ Purchase ten Laerdal CPR mannequins.
- ❑ Purchase ten Heartstream AED non-clinical training defibrillators.
- ❑ Purchase 30 pairs of Heartstream AED trainer patient patches.
- ❑ Purchase the rights to reproduce the AHA Heartsaver student manual.

Objective: To create a public awareness campaign for the PAD program.

Methods:

- ❑ Design, print and deliver 10,000 tri-fold brochures advertising the PAD program.
- ❑ Add the PAD details to the Association website. (www.atwaterffs.org)
- ❑ Create and distribute a press release for local print and television media.
- ❑ Present the PAD program to the local Chamber of Commerce.
- ❑ Host a public "kick-off" event.

The Atwater Firefighters' Association is committed to a short implementation period. Once funding is achieved, we plan to use the following timetable:

Within 30 Days of Funding:

- ❑ Enroll Instructors with AHA
- ❑ Order Classroom Supplies and Training Aids
- ❑ Order Advertising Brochures

Within 90 Days of Funding

- ❑ Complete Instructor Training
- ❑ Receive Needed Course Supplies
- ❑ Begin Advertising Drop and Deliver Media Press Release

Within 120 Days of Funding

- ❑ Host Media "Kick-off" Event
- ❑ Schedule First AHA Heartsaver Course for Atwater City Employees

Within 210 Days of Funding

- ❑ Complete City Employee Training
- ❑ Begin Business Employee Training

EVALUATION TECHNIQUES

The Grant Program Manager shall govern this project. The program manager will be responsible for ensuring program success, and meeting the program goal and objectives. The success of the program shall be measured as follows:

Goal: Increase cardiac arrest survival rates in the Atwater community.

- ❑ The program manager will use Atwater Fire Department Medical Incident Reports as a source for data collection on cardiac arrest survival rates.
- ❑ The program manager will use Atwater Fire Department Medical Incident Reports as a source for data collection on the frequency of use of public access defibrillators.

Objective: To qualify ten of our members as instructors in the AHA Heartsaver training program.

- ❑ The program manager will enroll Association members in the Heartsaver Trainer program
- ❑ The program manager will ensure student success and attendance in the trainer program.

Objective: To purchase needed training supplies for hands-on classroom instruction.

- ❑ The program manager will make all necessary equipment orders.
- ❑ The program manager will maintain a record of all expenses and store receipts.

Objective: To create a public awareness campaign for the PAD program.

- ❑ The program manager will coordinate, design and ensure production of advertising materials.
- ❑ Act as a liaison for local media.
- ❑ Organize and host a public “kick-off” event.
- ❑ Schedule public presentations at community events and health fairs.

Statistics on success or failure of the Public Access Defibrillation program will be maintained using the above criteria, and published annually by the Grant Program Manager.

BUDGET AND FUTURE FUNDING

The funding for this project is a combination of efforts between the BankAmerica Foundation, Agilent Technologies, Ms. Sue Freeman and The Atwater Firefighters' Association.

ONE-YEAR BUDGET

	BANKAMERICA FOUNDATION	AGILENT TECHNOLOGIES	ATWATER FIREFIGHTERS ASSN	PRIVATE SOURCE FUNDING ¹
TUITION FOR 10 AHA HEARTSAVER INSTRUCTORS	\$4,000		\$900	
AHA HEARTSAVER REPRODUCTION RIGHTS	\$6,000			
10 NON-CLINICAL TRAINER AED'S	\$9,000	\$9,000 ²		
CLASSROOM SUPPLIES	\$2,000			
ADVERTISING	\$4,000		\$1,800 ³	\$1,000
MEDICAL OVERSIGHT				\$1,000 ⁴
SUBTOTALS	\$25,000	\$9,000	\$2,700	\$2,000
PROJECT TOTAL				\$38,700

With the initial funding fulfilled, the Atwater Firefighters' Association does not anticipate the need for any additional grant source funding. The customers of the training service will purchase the training at our cost, purchase their own defibrillators, and commit to the cost of bi-annual re-certification. The fee for initial training and re-certification courses has been calculated to be \$500 for initial training of twenty students and \$300 for re-certification of twenty students. These fees will cover such ongoing costs as:

- Medical Oversight
- Instructor wages
- AHA renewal fees
- Classroom supplies
- Quality Assurance

¹ Sue Freeman, local visionary

² Agilent "Buy Five, Get Five" agreement

³ Sixty man-hours

⁴ Medical Program Director annual fee by contract amendment

APPENDIX

The Atwater Firefighters' Association holds several letters of commitment from various organizations⁵. The following is from the Mayor of Atwater:

*Jeremy Rahn, President
Atwater Firefighters' Association
699 Broadway
Atwater, CA 95301*

February 22, 2001

Dear Mr. Rahn,

On behalf of the City of Atwater I would like to thank you for your presentation to the City Council this last Thursday evening. When we purchased AED's for all our fire apparatus we believed we had implemented the best out-of-hospital cardiac care available for our citizens.

Your presentation on the additional placement of AED's in our city-owned properties was enlightening. Of particular interest to the City Attorney was the potential of incurred liability for not having AED's available in civic spaces. Much like the loss by United Airlines, Atwater may face liability if surrounding communities make AED's available and Atwater does not. Rather than face this as a liability we view this as an opportunity to lead the way.

I have directed the finance director to plan for the purchase of AED's and accompanying training of city personnel. When your group is ready to commence training, please let my secretary know.

Warmest regards,

*Edward Stuffy, Mayor
City of Atwater*

⁵ Other letters of commitment held on file by the Atwater Firefighters' Association include:

*The Atwater Chamber of Commerce
The Atwater Rotary Club
The Atwater Lions Club
The Atwater Medical Professionals Consortium
Dr. Michael Woonter, Medical Program Director, Merced County Emergency Medical Services
Agilent Technologies*

Public Access Defibrillation for Atwater, California
Grant Proposal Writing Project
Asilomar, California
April, 2001

Project Participants:

Robert Blais, Captain, Atwater Fire Department

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David De Marco, Firefighter-Paramedic, Everett, Washington, Fire Department

Will Durham, Firefighter-Engineer, Salinas Fire Department

Ed Gandara, Captain, Los Angeles County Fire Department