DATE April 10, 2009

TO Honorable Members of the Quality of Life Committee: Pauline Medrano (Chair), Voncie Jones Hill (Vice Chair), Carolyn R. Davis, Angela Hunt, Sheffie Kadane, David A. Neumann, Steve Salazar

SUBJECT Making Dallas the Safest Place to Have a Heart Attack briefing

On Monday, April 13, 2009, the “Making Dallas the Safest Place to Have a Heart Attack” briefing will be presented to you by Dr. Paul E. Pepe, Director of the City of Dallas Medical Emergency Services. Attached is the briefing material for your review prior to Monday’s discussion.

If you have questions or need additional information, please let me know.

Ryan S. Evans
First Assistant City Manager

cc: Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Deborah A. Watkins, City Secretary
Thomas P. Perkins, Jr., City Attorney
Craig D. Kinton, City Auditor
Judge C. Victor Lander, Judiciary
Ryan S. Evans, First Assistant City Manager
Ramon F. Miguez, P.E., Assistant City Manager
A.C. Gonzalez, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
David K. Cook, Chief Financial Officer
Helena Stevens-Thompson, Assistant to the City Manager
Making Dallas the Safest Place to Have a Heart Attack...

Presented to the Quality of Life Committee
April 13, 2009
One of Every 5 Persons Who Die Today....

Will Die From Sudden Death Syndrome....
No Way Professional Responders ...

...Can Reliably Get There in the Critical 4 - 5 mins
V Fib Survival Rates

Without Any Intervention
Survival Rates

With CPR
Widespread CPR Training Need Captured Audiences!
Seattle CPR Program

- Trained All School Children Beginning in the Mid 70’s
- 200,000 Trained by 1982
- Today, CPR ~ 60% of Cases
Survival with Bystander CPR

If Bystander Witnesses and Performed CPR...

... > 40% Survived
THE REAL DUMMIES
NEVER BOTHER TO TAKE CPR.
Taking a Red Cross CPR class is one of the smartest things you'll ever do. Because by practicing life-saving CPR on dummies, you'll learn how to save real people's lives. Maybe the life of someone you love. Take CPR. Call the Red Cross.
But....

Widespread CPR Training Was Not Always Adopted Nationwide
Anually...

...in Our State...

More than 5,000 Texans Die Needlessly Each Year

Because Loved Ones and Friends Stood By Helplessly...

...Not Knowing How to Do CPR
And in Dallas County Alone….

...That’s 6 to 7 Lives Lost Each Day

Some are Children....

...Including Young Athletes

..and 40% are Women
Then.... in 2005
New City Manager…

With an Early Priority…

To Advance EMS & Public Safety in the City of Dallas
Resuscitation Outcomes Consortium

National Heart, Lung, and Blood Institute

National Institute for Neurological Disorders and Stroke

Canadian Institutes of Health Research

U.S. Department of Defense

Defence Research and Development Canada

American Heart Association

Heart and Stroke Foundation of Canada
Train All Citizens in CPR & AED Use?
School CPR: Only 17,000 per Year

What Else Could We Do? What About the Workforce?
Problem....

Cost of Manikins,
Certified Instructors,
And a Whole Afternoon Off !
Breakthrough ...

AHA “CPR Anytime ... for family and friends”
CPR in 20 min...

..or CPR, Choking and AEDs in 30 minutes
Prospective, randomized trial of the effectiveness and retention of 30-min layperson training for cardiopulmonary resuscitation and automated external defibrillators: The American Airlines Study

Lynn P. Roppolo<sup>a</sup><sup>*,</sup> Paul E. Pepe<sup>a,b</sup>, Linda Campbell<sup>c</sup>, Kimberly Ohman<sup>d,e</sup>, Himani Kulkarni<sup>d,f</sup>, Alison Idris<sup>b</sup>, Lawrence Bean<sup>a,g</sup>, Thomas N. Bettes<sup>c</sup>, Ahamed H. Idris<sup>a,b</sup>

<sup>a</sup>Department of Surgery/Division of Emergency Medicine, University of Texas Southwestern Medical Center, Dallas, TX, USA
<sup>b</sup>Dallas Center for Resuscitation Research, University of Texas Southwestern Medical Center.
Studied…

Standard 3 to 4 Hour Course…

…vs. 30 min CPR-AED Course
Just as Good ... If Not Better!
Trained The Mayor and City Council ...

And they said:

Let’s Train City Employees!
Overall Objective...

- Provide Example to other Employers i.e. restaurants, hotels, arenas, large businesses to train all employees

- Dallas City Council Provided the Penultimate Example for all Other Cities!!
So Where Are We Now?
Current Status for Dallas Alone:

• 13,000+ Dallas City Employees
• All New Employees Done (at no cost)
• 20,000 School Employees (AED)
• Large Corporations Joining

Now Plan:

• 17,000 7\textsuperscript{th} Graders x 3 yrs
• MULTIPLIER Effect (x 5 ?)
• 250,000 persons trained in 3 years ?
Now Gaining National ... ... and International Notoriety
So Standby...
Late Check-In

Continental Airlines

Baggage Claim Check

Baggage is checked subject to tariffs, including limitations of liability therein contained. This is not the luggage ticket (Baggage Check) described by Article 4 of the Warsaw Convention as amended by the Hague Protocol 1965.
On the Road to the 22nd Century...
Not Only Make Life Better....

...for Future Generations !!!
But Also Remember...

It’s Good Business Too...
“City of Dallas ... 

We’re No Dummies!! ”
Thank You!!