Memorandum

CITY OF DALLAS

DATE April 10, 2009

TO Honorable Members of the Quality of Life Committee: Pauline Medrano (Chair), Vonciel 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

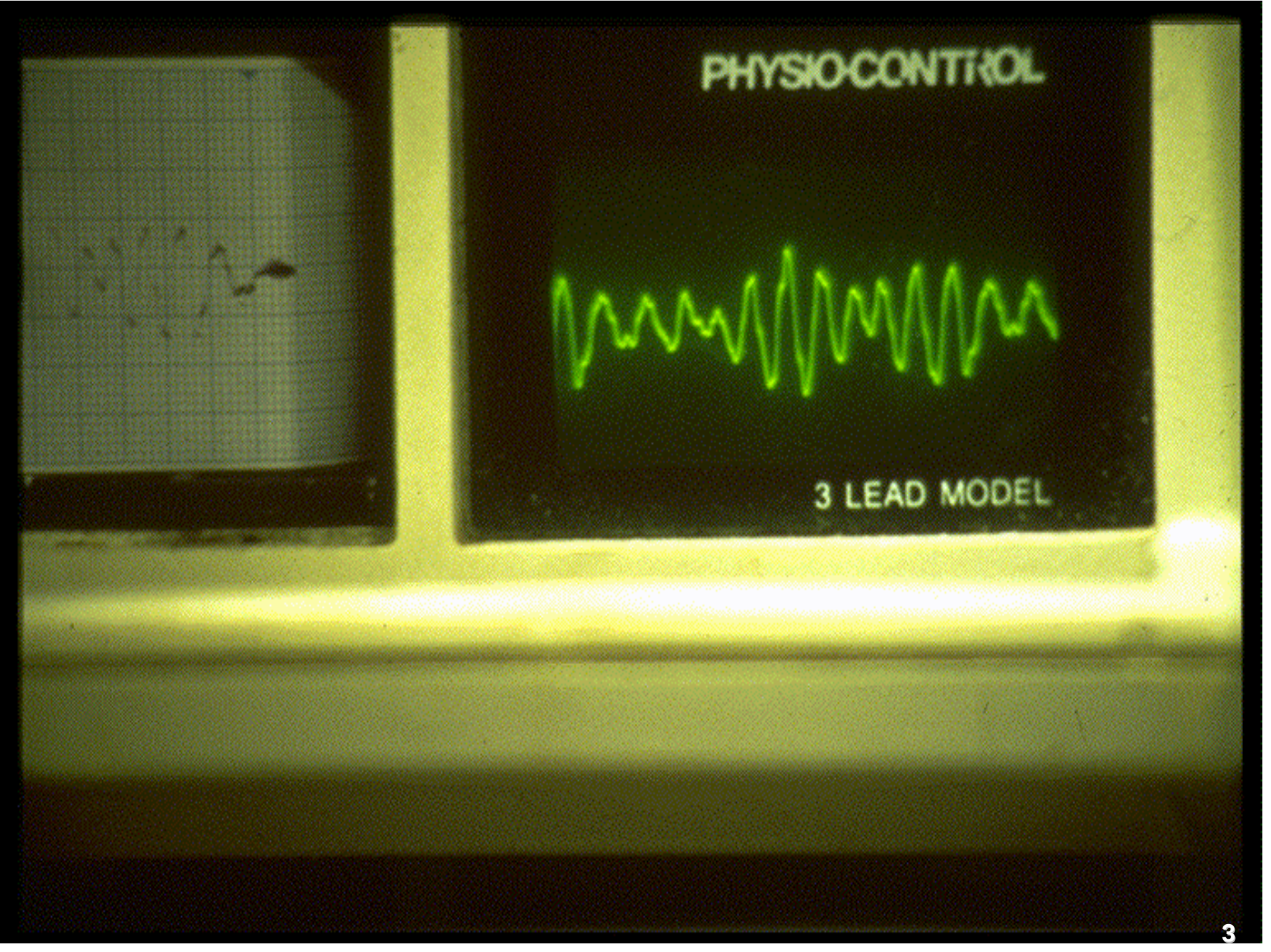
April 13, 2009

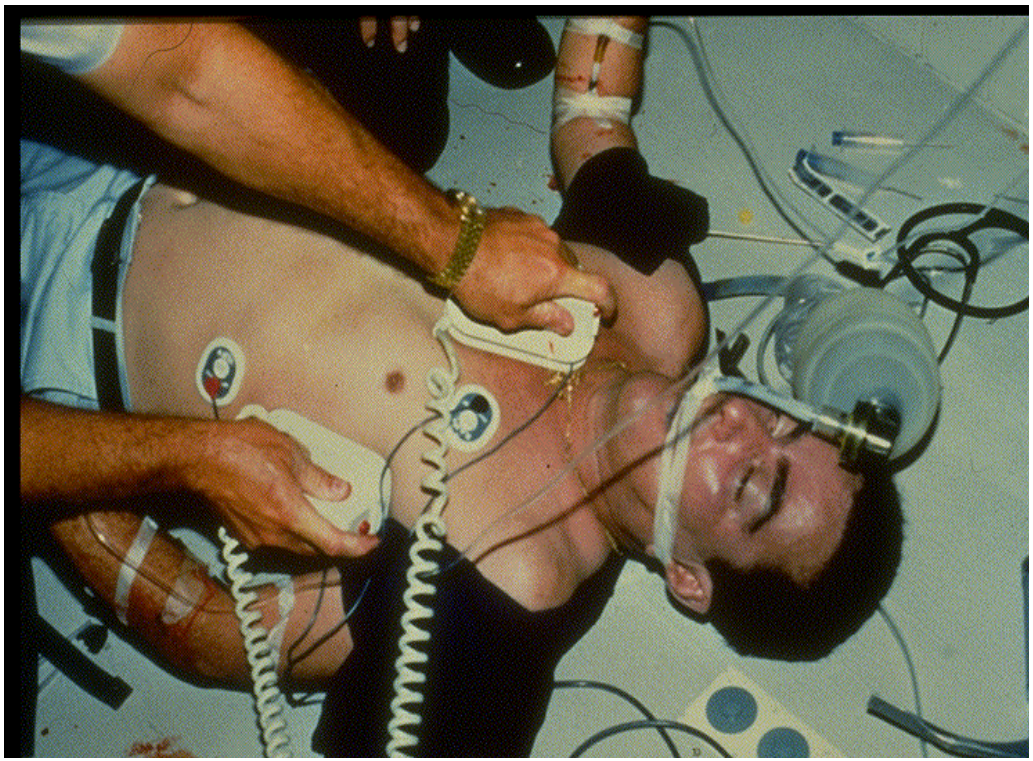
Key Focus Area
Public Safety

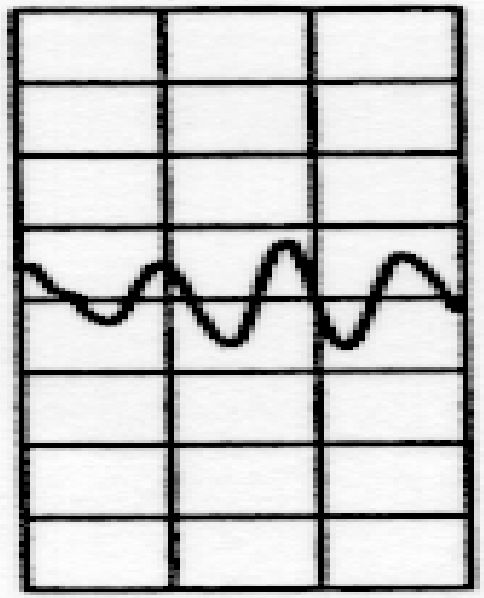
Key Focus Area
Clean, Healthy Environment

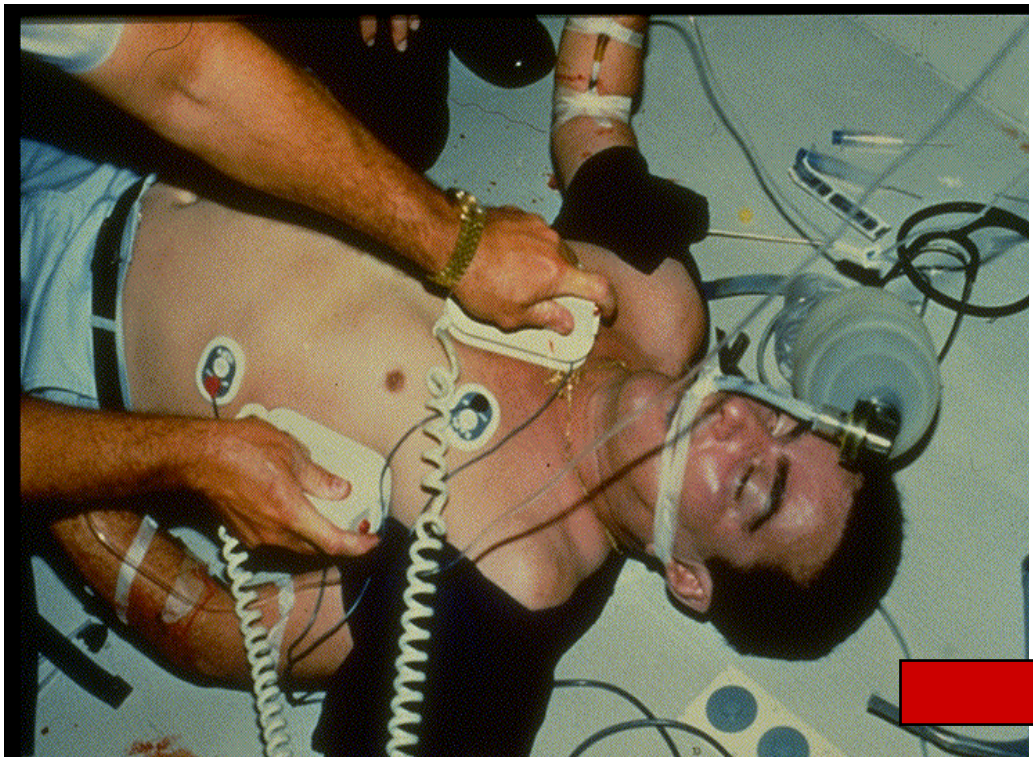
One of Every 5 Persons Who Die Today….

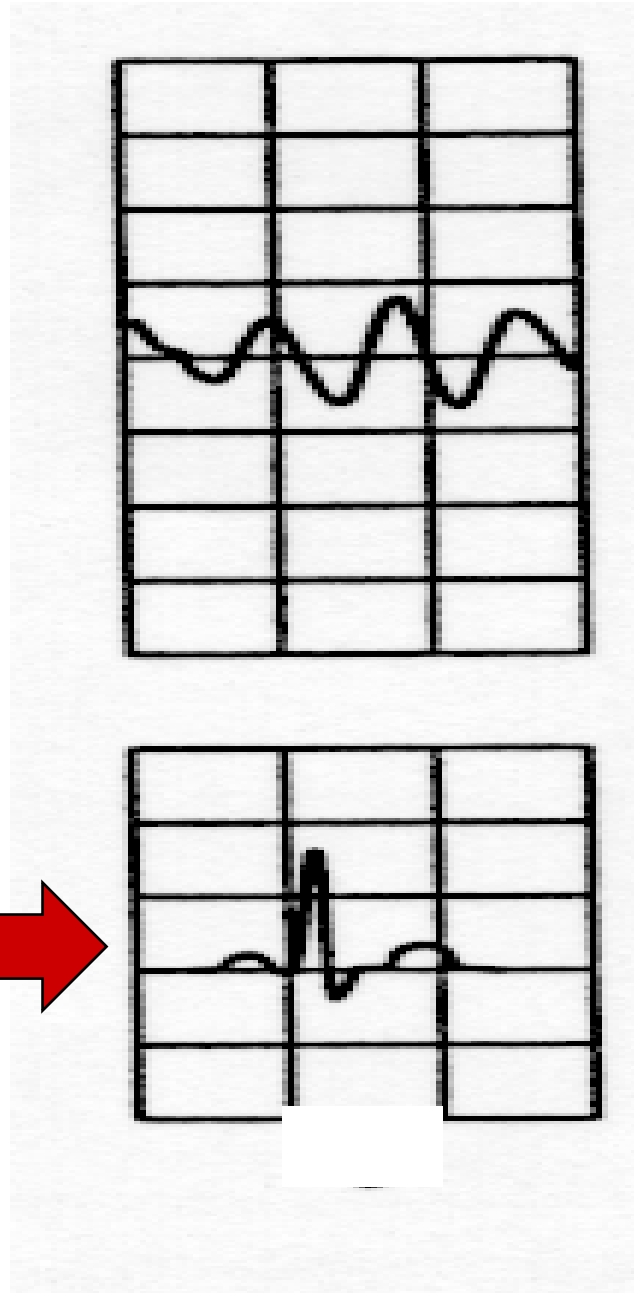
Will Die From Sudden Death Syndrome….


PHYSIO-CONTROL
3 LEAD MODEL





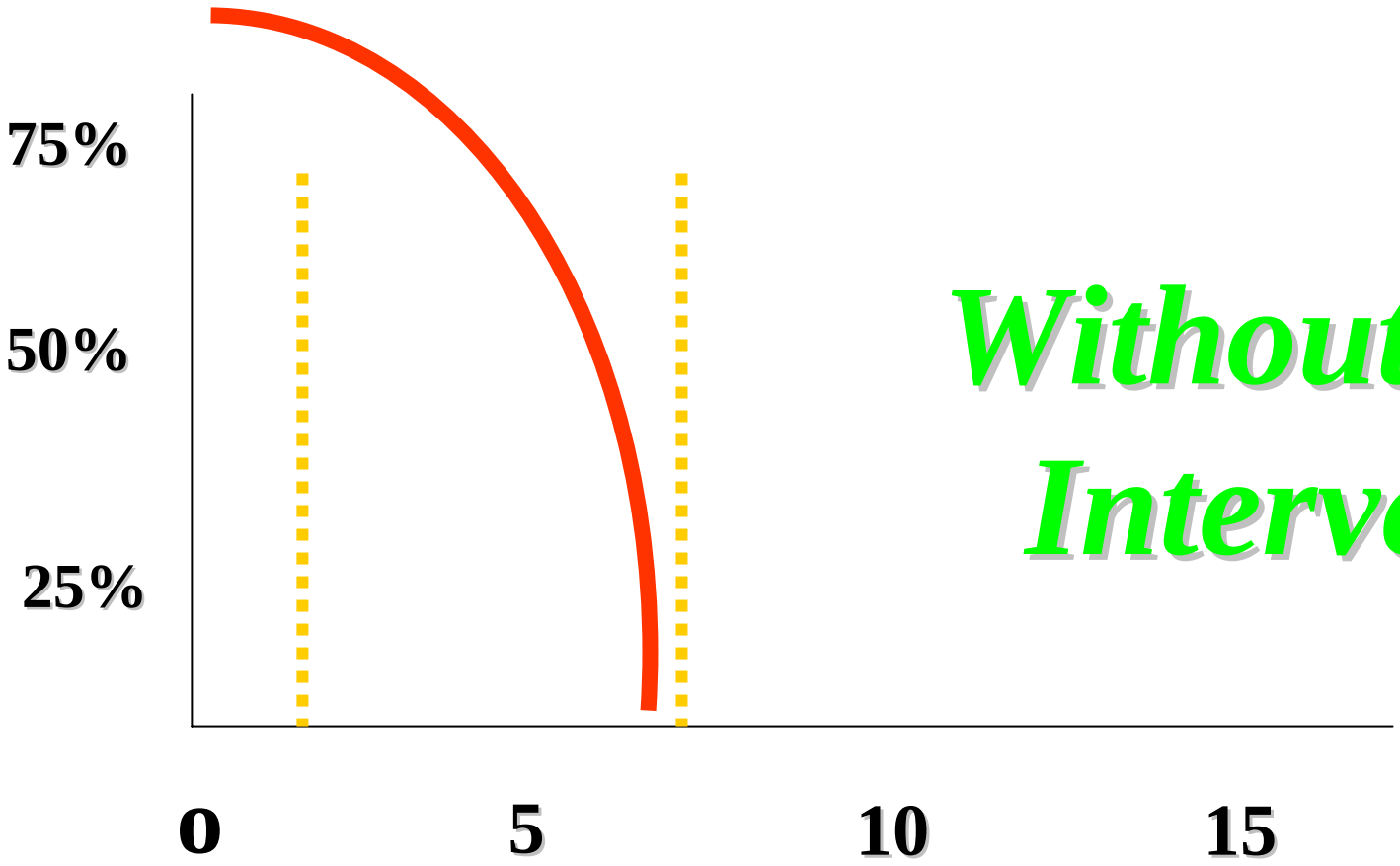




No Way Professional Responders …

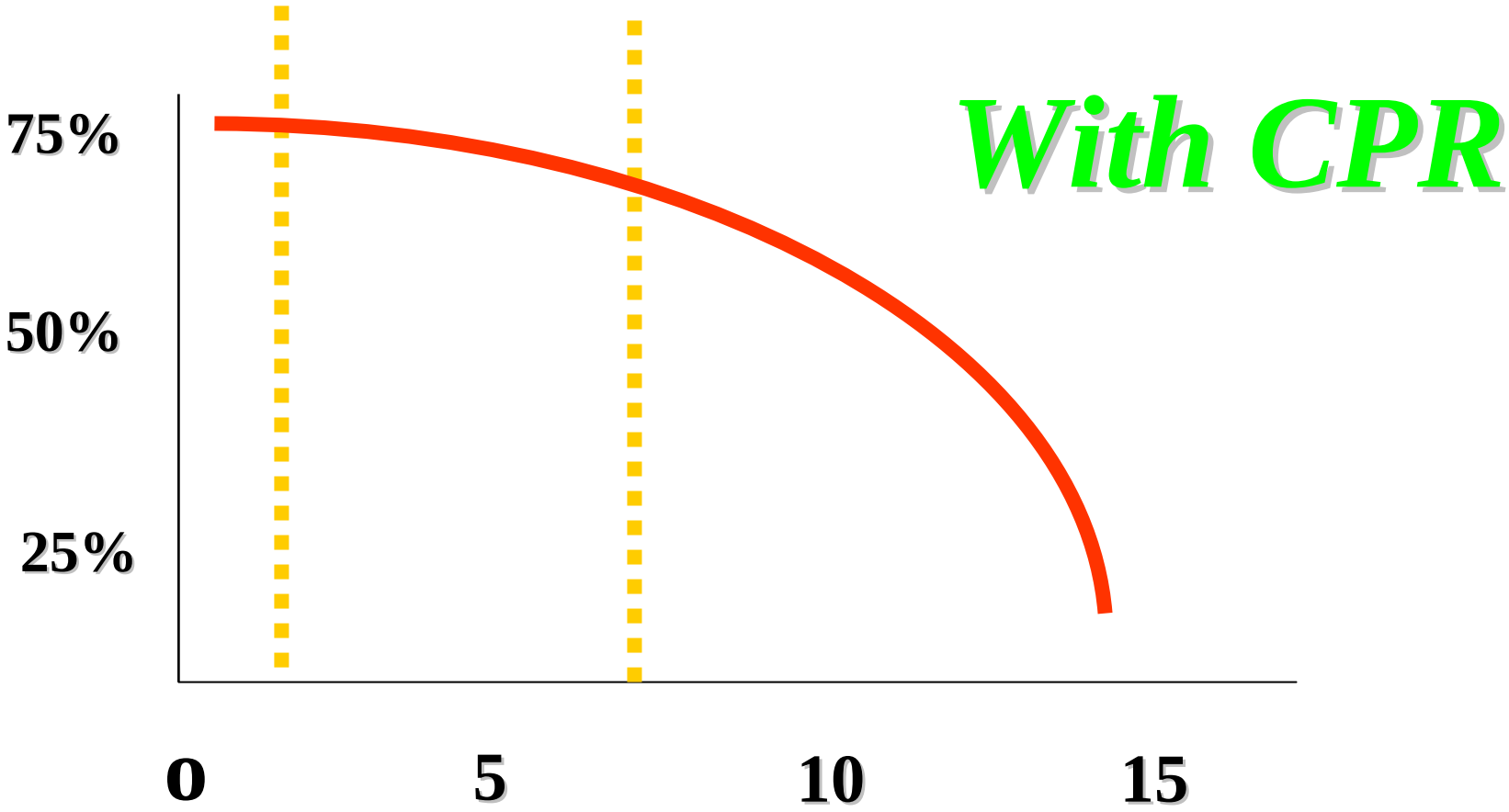
…Can Reliably Get There in the Critical 4 - 5 mins

VFib Survival Rates



Without Any Intervention

Survival Rates



Widespread CPR Training Need Captured Audiences!

PUB
MARKE
CENT
MEDICAL AID UNIT
SEATTLE FIRE DEPT.
MEDICAL AID UNIT

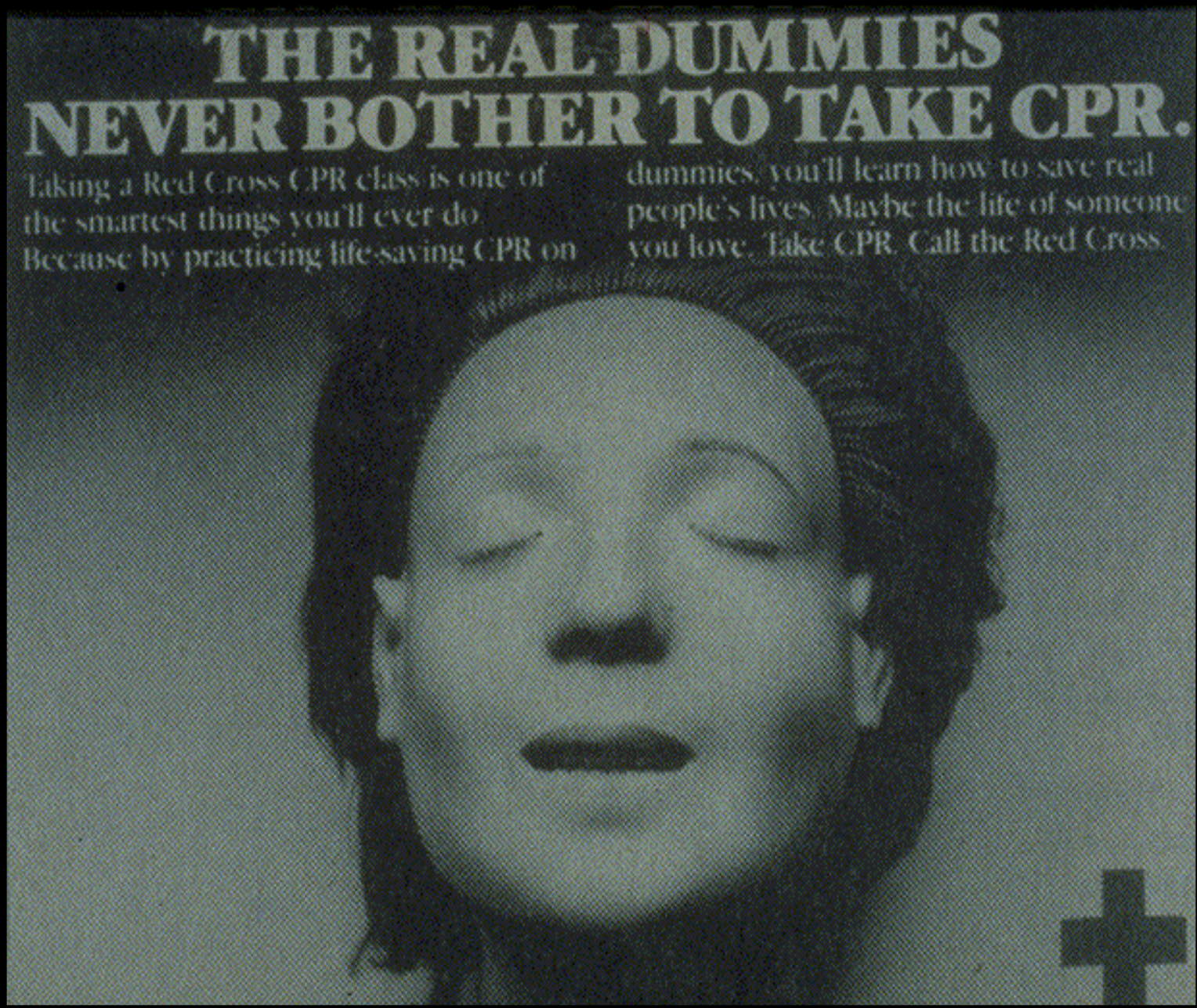
Seattle CPR Program

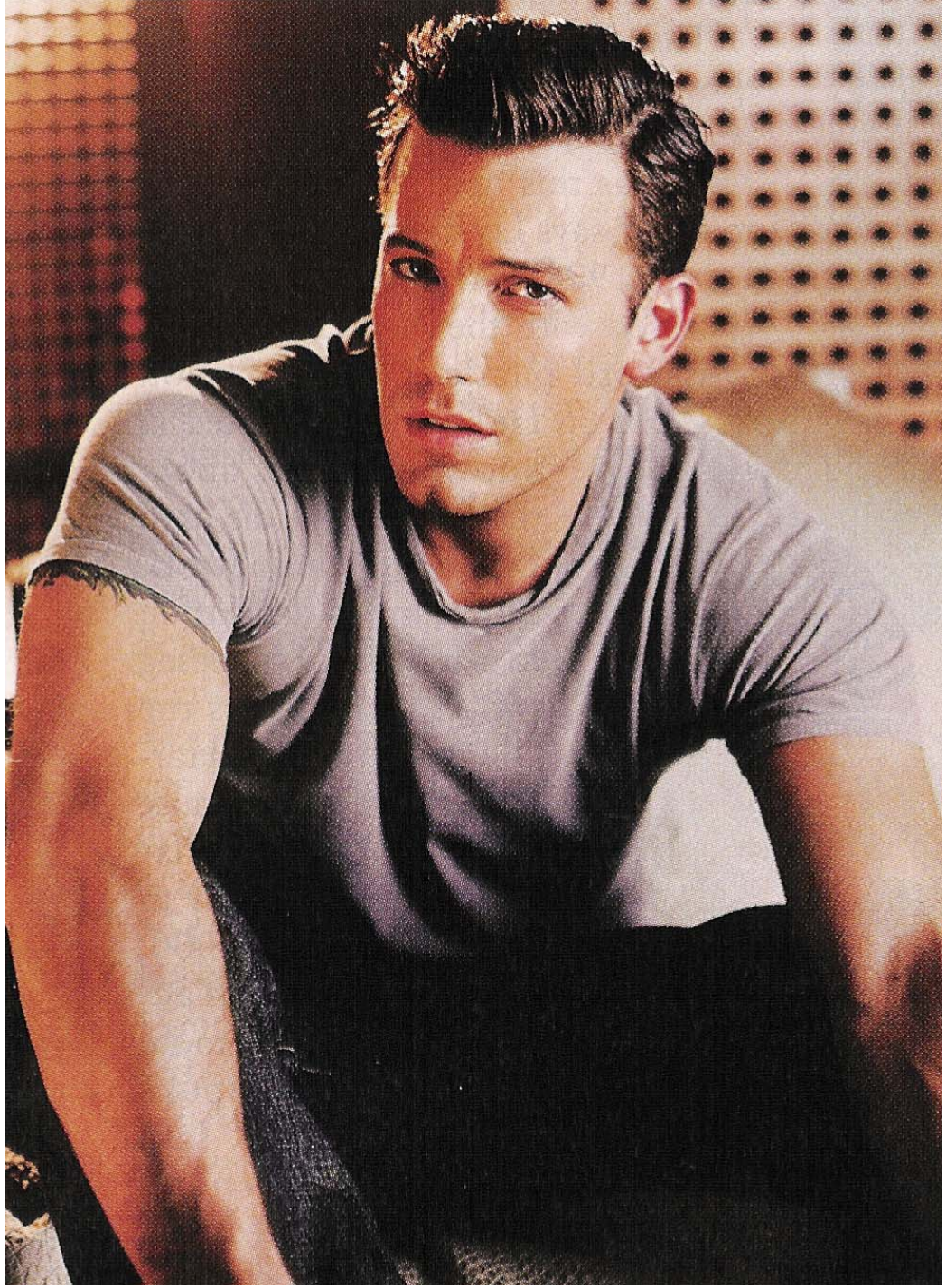
- Trained All School Children Beginning in the Mid 7O's
- 200,000 Trained by 1982
- Today, CPR ~ 60% of Cases

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

Annually…

…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

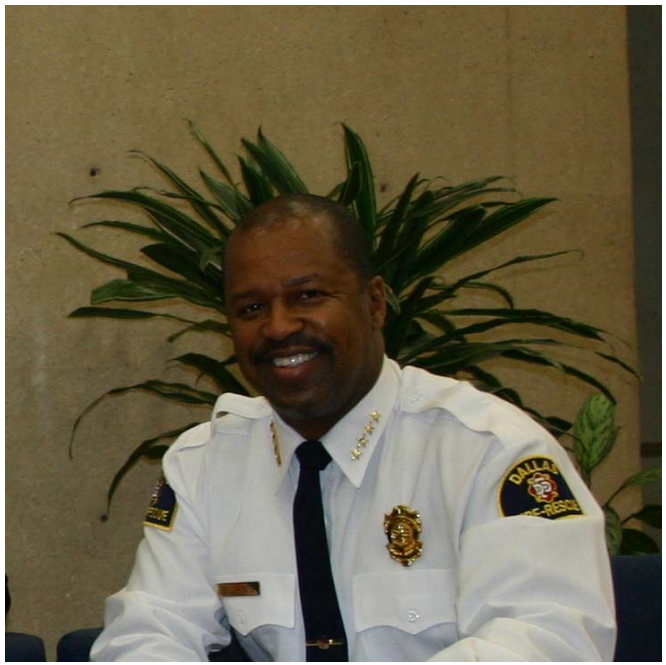
..and 40% are Women

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

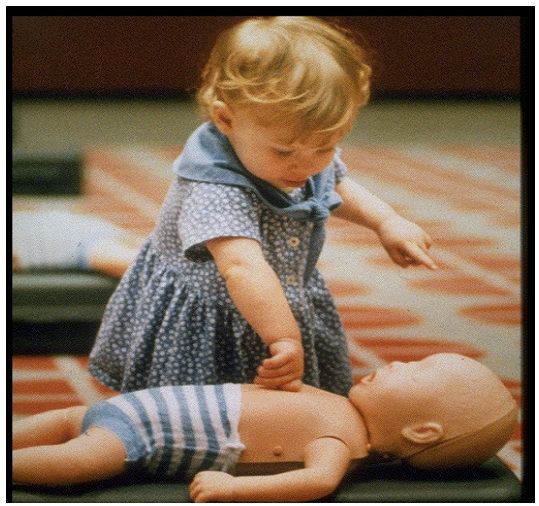
American Heart Association

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 !

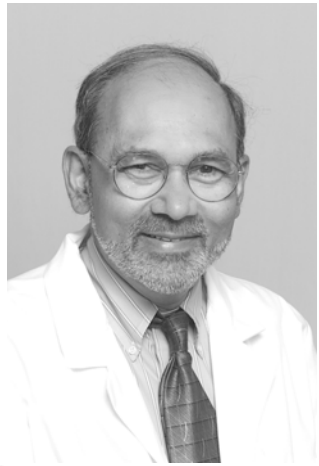
Breakthrough …

AHA “CPR Anytime … for family and friends”

CPR in 20 min…

..or CPR, Choking and AEDs in 30 minutes

Resuscitation (2007) xxx, xxx–xxx



ELSEVIER

RESUSCITATION

www.elsevier.com/locate/resuscitation

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[a,*], Paul E. Pepe[a,b], Linda Campbell[c], Kimberly Ohman[d,e], Himani Kulkarni[d,f], Alison Idris[b], Lawrence Bean[a,g], Thomas N. Bettes[c], Ahamed H. Idris[a,b]

[a] Department of Surgery/Division of Emergency Medicine, University of Texas Southwestern Medical Center, Dallas, TX, USA

[b] Dallas Center for Resuscitation Research, University of Texas Southwestern Medical Center,

PROOF

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**

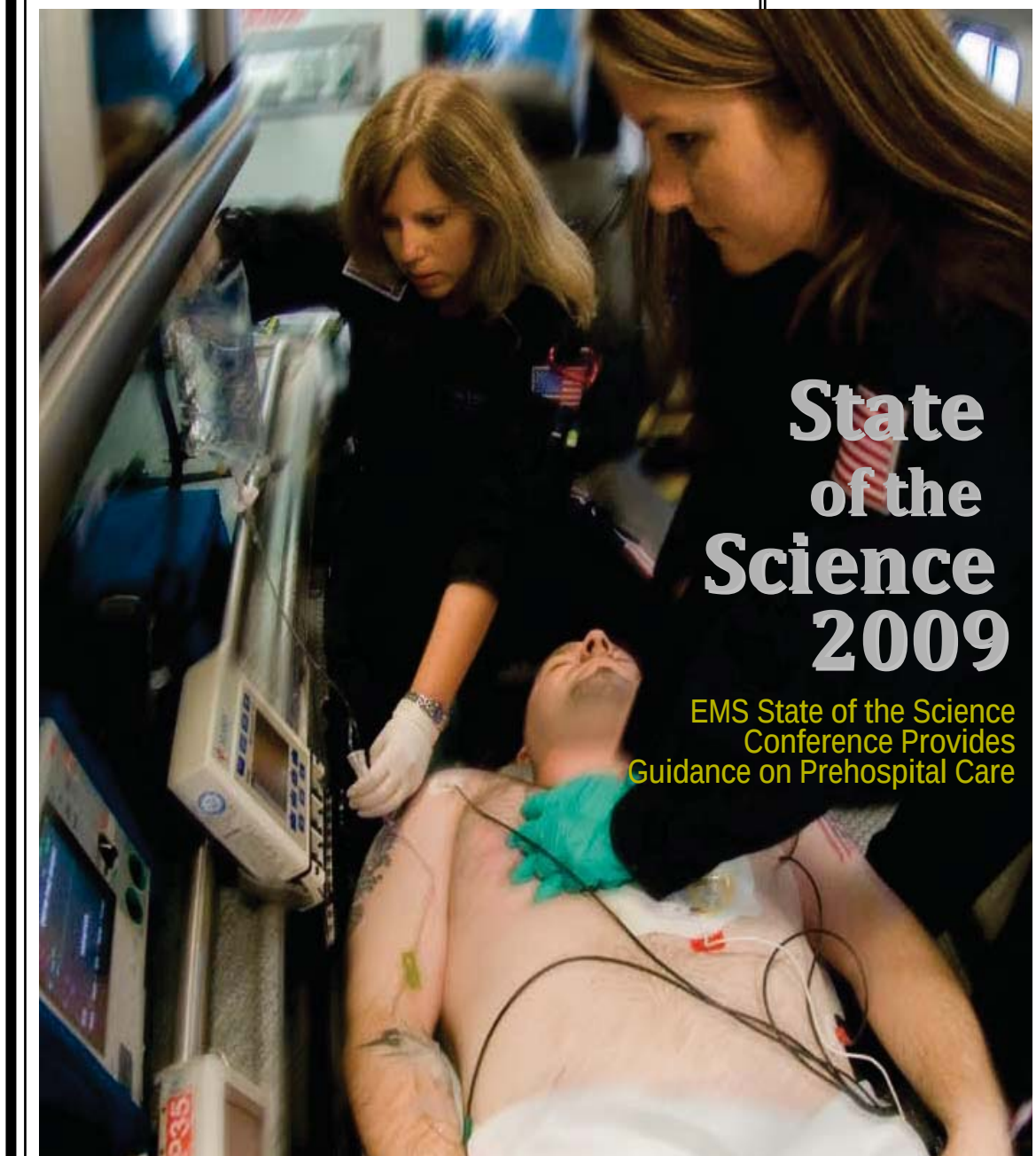
Now Plan:

- **17,000 7th Graders x 3 yrs**
- **MULTIPLIER Effect (x 5 ?)**
- **250,000 persons trained in 3 years ?**

Now Gaining National ...

... and International

Notoriety

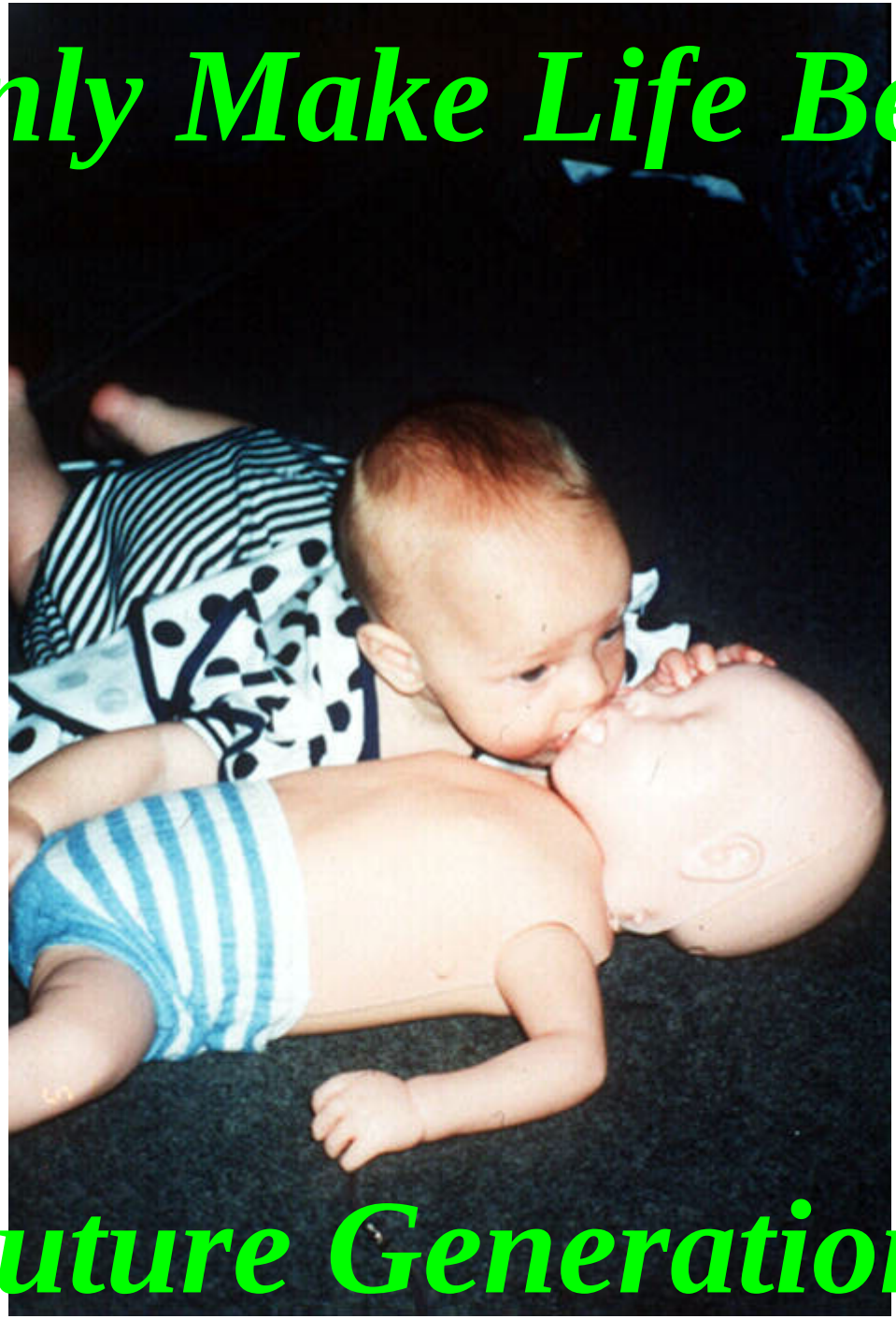


So Standby…

PRTD. IN
THE U.S.A.
F.S. 651
002-0010-
0510-00
CONTINENTAL
AIRLINES
LATE
CHECK-IN
CONTINENTAL
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 1955.

On the Road to the 22nd Century...

Not Only Make Life Better….

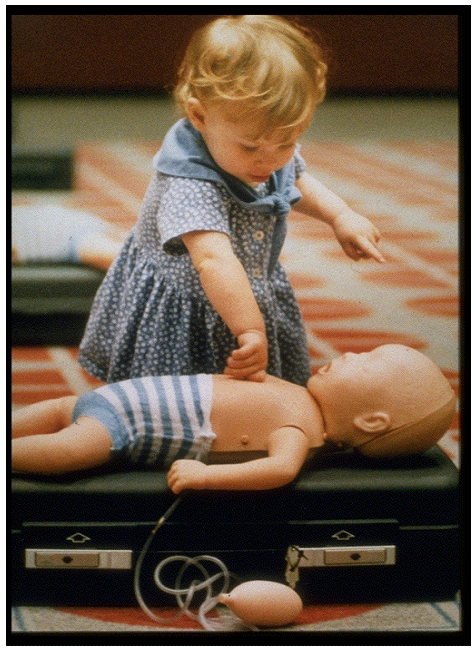


…for Future Generations !!!

But Also Remember...

It's Good Business Too...

“ City of Dallas …



We’re No Dummies !! ”

Thank You !!