

Promote Your Heart Screening EP Save A Life School Toolkit

Thank you for helping us to save a life!

In partnership with schools like yours, we have screened thousands of teens, found hundreds of heart abnormalities, and identified dozens at risk for Sudden Cardiac Arrest. With your help, we can work to prevent the tragedy of losing a young life.

Please use the resources in this toolkit to promote our heart screening to your high school community. A screening must have support from school administration, the athletic director, coaches and trainers, ASB, teachers, boosters and the PTA.

All parents must be notified of the event via the many communication portals you have for them.

We know time is limited, so enlisting the help of a team of volunteers—especially parent athletic boosters—is an especially effective way to get the word out. This toolkit will help you communicate with everyone about the event, so please share its contents with anyone at your school.

And please don't hesitate to ask us for any assistance if you don't find what you need here.



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What Your School Provides

1 Space

Screenings require an open area for registration that is close to classrooms where actual screenings are held. We normally require about six classrooms with power outlets in each, plus access to a break room for volunteers. We can help you select a location at your school, and will perform a walkthrough the week prior to the event. Our screenings are on Saturdays or Sundays and we will need access to the school from 7am to 5 pm.

2 Tables & Chairs

We require about 25 to 30 tables (sturdy enough to lie on), 30 chairs and power outlets in each classroom. Trash cans will need to be emptied following the event.

3 Volunteers

Your school provides about 40 volunteers who will be divided into two shifts: 20 from 8 am to noon and 20 from 11:30 to 3:30 pm. Volunteers can be school staff, teachers, coaches, trainers or parents. We also need help with event set up and tear down from 7 to 8 am and 3 to 4 pm. About 10 students would be helpful for this task. The foundation provides about 50 medical volunteers.

4 Refreshments

Your school provides breakfast (such as bagels/cream cheese, muffins, coffee, orange juice plus cups, napkins, knives, sugar and creamer) and lunch (such as pizza, sandwiches and water) to accommodate up to 100 volunteers.

5 Promotion of the Event

Following is a checklist of the many ways we recommend you promote the event. To maximize our medical volunteers' time, our goal is to screen upwards of 1,000 teens. To accomplish that, we also work with partner schools in your area that you can help us identify. We will invite them to promote this opportunity in their parent/student community. All students/parents must register through EPSaveALife.org.

The foundation also promotes the screening countywide through news media. For this reason, it is especially important that your front office staff are familiar with the event so they can refer parents who call the school to our website for more information.



How Your Administration Can Support the Screening

1 Multi-Media Presentation

When: *Two to three weeks before screening*

To rally support of the screening, the EP Save A Life Foundation can make a presentation to teachers, coaches, students and/or parents. Please let us know if you would like to schedule one.

2 School Website—link to EP Save A Life Screening Registration

When: *One month in advance of the screening*

Your school website must have the screening date and link to register at EPSaveALife.org prominently displayed on the home page to provide easy access for parents. Our logo is included in this packet for you to post online.

We also encourage you to post the event to your school calendar and web bulletin. We can forward you our logo or infographic (*see page 11*) to accentuate your post.

3 Customized Event Flyer for Your School

We will create a flyer customized specifically for your screening that can be attached to an email, posted online, copied and sent home with students, inserted into all staff/teacher/coach mailboxes and available at the front desk. We can provide you with art but we ask that you generate copies.

4 Extra Credit to Students/Athletes

When: *Notify students of the opportunity a month before the screening*

Many schools have encouraged student participation by offering extra credit if they attend the screening. This has proved a very successful motivator.

With online access in the classroom, teachers and coaches can link to our :60 PSA at EPSaveALife.org to discuss Sudden Cardiac Arrest and heart screenings. This is an especially pertinent topic for health classes and all athletic teams, as athletes are more at risk for SCA since 60% of the time it occurs during exercise.



Outreach To Parents

1 Email to All Parents

When: *Once a week starting three weeks prior to the event*

Parents must be invited to participate in the screening, so we recommend an all-school email to be sent directly to them about this event. We have provided a text-based email that you can simply cut and paste, and we have provided a flyer that you can attach to the email in PDF format or embed as a jpeg. You can also encourage parents to share the screening invitation with their teen's sport, church, social and civic clubs

SAMPLE EMAIL

Prevent Fatal Cardiac Arrest—Screen Your Teen

*INSERT DAY AND DATE, 9 am to 3 pm
SCHOOL LOCATION, ADDRESS, CITY, ZIP*

Every year thousands of our kids die when their heart suddenly and unexpectedly stops beating. Known as Sudden Cardiac Arrest (SCA), this syndrome can happen without symptoms or warning signs. San Diego alone loses three to five kids each year.

It's not a heart attack. SCA is an abnormality in the heart's electrical system that can be detected with a simple EKG. But EKGs are NOT a part of your teen's annual well-child or pre-participation sports physical. And athletes are at higher risk for SCA.

The Eric Paredes Save A Life Foundation and a medical team of San Diego cardiologists and health professionals will perform non-invasive EKG screenings—no needles or x-ray exposure. The process takes about 30 minutes.

Here's how you get your FREE EKG screening:

- 1) Click REGISTER at epsavealife.org
- 2) Download and fully complete the parent screening packet—A MUST!
- 3) Bring it with you to the screening, plus a self-addressed stamped envelope in which we'll mail you the results so you can follow up with your family doctor
- 4) Teens dress in t-shirt, sweat pants or sports shorts. Girls wear a sports bra.

The EP Save A Life Foundation has screened thousands of teens throughout San Diego County, detecting hundreds of heart abnormalities, dozens of which put those teens at risk for Sudden Cardiac Arrest. Several required life-saving corrective surgeries as a result of a condition uncovered during a screening.

About Eric Paredes *Eric was a healthy Steele Canyon High School sophomore athlete who died suddenly and unexpectedly from Sudden Cardiac Arrest (SCA) in 2009. His parents, Hector and Rhina Paredes, established EP Save A Life Foundation to honor Eric through their commitment to prevent this tragedy from reoccurring. Eric's foundation provides free screenings to youth to identify cardiac anomalies that may lead to SCA, with the ultimate goal of standardizing cardiac screenings among our youth. A 501(c)(3) non-profit organization.*

2 All-Call to Parents

When: *One week before screening*

SAMPLE SCRIPT

NAME OF HIGH SCHOOL invites all students to participate in a free heart screening that could prevent fatal cardiac arrest in your teen. Thousand of kids die annually from an undetected heart condition that put them at risk for Sudden Cardiac Arrest. San Diego alone loses three to five kids each year. These kids could've been saved with a simple EKG. And athletes are at higher risk. In partnership with the Eric Paredes Save a Life Foundation and a volunteer medical team of San Diego cardiologists, we're offering a free cardiac screening at NAME OF SCHOOL from 9 am to 3 pm on DAY & DATE. The screening is completely non-invasive and takes less than 30 minutes. Results are sent to you for follow-up with your own doctor. The EP Save A Life Foundation has screened thousands of kids and found about dozens who were at risk for SCA — several required life-saving corrective surgeries. The biggest misconception about SCA is that it won't happen to your teen. So don't take a chance with your child's heart. Visit NAME OF HIGH SCHOOL WEBSITE PORTAL to register today for the free screening on DATE. It only takes a moment to prevent a tragedy that could be a heartbeat away.

How Athletics Can Support The Screening

- 1 Post flyers in training room
- 2 Coaches use EP Save A Life PSA to talk about Sudden Cardiac Arrest
- 3 Coaches give extra credit for attending screening
- 4 Exposure During Sports Events

Halftime Announcements

Whatever sports season you're in, featuring a half-time announcement would help increase awareness about the event and that athletes are at a higher risk for Sudden Cardiac Arrest.

SAMPLE ANNOUNCEMENT

Hey everyone – it's National Youth Sports Safety Month (April) — the perfect time to take care of your heart. All teens are invited to a free cardiac screening at NAME OF High School on DAY & DATE. It's sponsored by the Eric Paredes Save A Life Foundation. Eric was a Steele Canyon sophomore athlete who died of Sudden Cardiac Arrest. In his honor, his parents formed a foundation that has screened thousands of teens — and found dozens who were also at risk from an undetected heart condition. It takes less than 30 minutes to check your heart. So register for the screening today at NAME OF YOUR WEB PORTAL WHERE LINK TO EPSAVEALIFE.ORG IS POSTED.

Scoreboard Message

In conjunction with your game announcements, we encourage you to post a message about the screening date to your scoreboard if you have that capability.

5 Ad in Sports Program

We can provide an ad for your sports programs. Please let us know if you have space. If the screening is coordinated in advance of season program printing, we hope that you would provide complimentary space for a public service announcement to help us raise awareness among all parents about Sudden Cardiac Arrest.

We can size the ad to your specifications. Here are some samples.



How Students Can Get Involved

Students can help motivate their peers to participate in the screening by promoting the event through their many information portals.

1 Article in School Newspaper

When: Up to six weeks before screening

We can provide an article and photo to your school newspaper about the heart screening. Or, we would be happy to provide an interview to an enterprising student journalist. Schools often have long lead times for publication, so this activity must be coordinated well in advance.

Attached to this toolkit is a general press release. Photos are available upon request.

We also encourage your newspaper to cover the actual event and report on the screening results. Please notify us for the results (e.g. number screened, heart abnormalities detected, those at risk for SCA) if you wish to use them in a newspaper story.

2 ASB Posters

It would be great to generate interest in the screening by making posters for your school. Typical posters below:

SAMPLE MESSAGES

Show Your Heart Some Love

Get a free cardiac screening!

DAY, DATE, 9 am–3 pm

Register at EPSaveALife.org

Keep Your Heart in the Game

Get a free cardiac screening!

DAY, DATE, 9 am–3 pm

Register at EPSaveALife.org

Don't Take a Chance with Your Heart

Get a free cardiac screening!

DAY, DATE, 9 am–3 pm

Register at EPSaveALife.org

3 PA Announcement

Schools often make morning announcements, which is a great opportunity to mention the commitment your school has made to teen heart health.

SAMPLE MESSAGE

April is National Youth Sports Safety Month—so keep your heart in the game and get a free cardiac screening on DATE at NAME High School. You may be 1 in 350 teens who have an underlying heart condition that can put you at risk for Sudden Cardiac Arrest, a syndrome that can stop your heart without warning. It's an easy test — no needles or x-rays — just an EKG that measures your heartbeat — and it takes less than 30 minutes. Athletes are particularly susceptible, but it's a good idea for everyone to know the condition of their heart so all students are encouraged to come. Check out NAME OF HIGH SCHOOL WEBSITE PORTAL for details on how to register for the free screening on DATE. Ask your parents to complete the registration packet and bring it and your friends to this important event.

4 School News Station

If your school has the capability to produce a video news segment, the EP Save A Life Foundation can provide a :60 PSA to your student producer upon request, or you can link to the PSA at EPSaveALife.org. The PSA is generic so your news team should personalize it with the date of your screening.

5 Social Media

Students can talk about the screening among their peer groups via their social media portals. We have provided several jpegs they can post online, including the event flyer and an infographic.

While at the event, we also invite students to Tweet about the all-day screening to their friends to encourage them to come before the day ends.

See page 11 for how you can use our infographic to make a great Facebook post.

Graphics

