



MEMORANDUM

TO: Community and Health Services Committee

FROM: Adelina Urbanski, Commissioner of Community and Health Services

DATE: November 7, 2012

RE: Heart and Stroke Foundation Campaign to Increase Bystander Involvement in
Emergency and Cardiac Arrest Situations

According to the Heart and Stroke Foundation of Ontario, every year 7,000 cardiac arrests occur in Ontario, with the majority occurring in public places or homes. An individual's odds of surviving can increase to 75% when rapid, early response is initiated at the scene with a combination of Cardio Pulmonary Resuscitation (CPR) and Automated External Defibrillation (AED). Unfortunately, Ontario's bystander CPR rates have not changed in years (rarely exceeding 30%) and AEDs are used in fewer than, at best, 10% of cases. Their most recent data indicates that Ontario has a survival rate, for out-of-hospital cardiac arrests, of less than 6%. With each passing minute, the probability of survival declines by 7-10%.

With the goal of changing these odds, the Heart and Stroke Foundation of Ontario (HSFO) is launching a significant public awareness and advocacy campaign entitled CPR Makes You Undead, pertaining to CPR/AED education and action. The campaign is focused on increasing bystander involvement in emergency and cardiac arrest situations in an effort to increase survival.

This campaign has a number of strategies geared towards different audiences and will include:

- the launch of a web-based video
- a large-scale flash-mob in downtown Toronto
- a Guinness World Record attempt for the largest number of people CPR trained at once
- several local mass CPR/AED awareness events in municipalities across the province
- a series of deputations before regional (municipal) councils to raise awareness of the need for public education and advocate for support for these important issues

As part of the campaign three policy recommendations have been developed for municipalities to consider. The foundation is seeking council support on each policy item, and they are as follows:

1. Commit to implementing a broad public education campaign to raise awareness around issues such as bystander involvement in CPR, the ease of CPR training and use of an AED.
2. Work with the Heart and Stroke Foundation through the Ontario Defibrillator Access Initiative (ODAI) to ensure AEDs are placed in all sport and recreation facilities and schools.
3. That municipalities write the Minister of Health and Long-Term Care in support of Heart and Stroke Foundation's request that the script for emergency medical dispatchers be revised to provide the most compelling, clear and mandatory CPR direction in all cases of cardiac arrest.

On September 12, 2012, a letter from the Heart and Stroke Foundation was addressed to our Regional Chair, Mayors and Council. It is the Foundation's hope that in supporting these recommendations, municipalities may significantly increase the out-of-hospital survival rates for sudden cardiac arrest.

The York Region EMS Heart Alive Public Access Defibrillator Program began in 2003 and since then has leveraged grant funding made available by the HSFO to expand the placement of AEDs and the training of community partners over the last several years. York Region EMS is currently completing an agreement with the HSFO to continue this grant funding partnership. The HSFO actively collects financial contributions for the Public Access Defibrillator Program in communities throughout the Province of Ontario through the Heart and Stroke Chase McEachern Tribute Fund and the Heart and Stroke Restart a Heart Restart a Life program. In remaining a partner with the HSFO in their Public Access Defibrillator Program, York Region EMS will continue to receive funding. York Region EMS will spend dollars up front, but will be reimbursed the total dollar amounts once York Region EMS has submitted their invoices to the Heart and Stroke Foundation of Ontario.

Within the existing Heart Alive Program, no additional costs would be required to support these three recommendations.

In the Municipality of Halton, the HSFO delegated at committee on October 16 and were on the agenda for Regional Council on October 24, 2012. Halton Regional Council approved the delegation and the letter to the Ministry of Health is awaiting signature. Other municipalities are preparing to do the same.

Adelina Urbanski
Commissioner of Community and Health Services

NB/dl

Attachment

October 17, 2012

Dear Chief Barrette,

As the Chief of a paramedic service you know the importance of CPR. You may also know that, every year, 7,000 cardiac arrests occur in Ontario, with the majority occurring in public places or homes. An individual's odds of surviving can increase to 75% when rapid, early response is initiated at the scene with a combination of CPR and AED. Unfortunately, Ontario's bystander CPR rates have not changed in years (rarely exceeding 30%) and AEDs are used in fewer than, at best, 10% of cases. Our most recent data indicates that Ontario has a survival rate, for out-of-hospital cardiac arrests, of less than 6%. With each passing minute, the probability of survival declines by 7-10%.

With the goal of changing these odds, the Heart and Stroke Foundation of Ontario is launching a significant public awareness and advocacy campaign entitled *CPR Makes You Undead*, pertaining to CPR/AED education and action. The campaign is focused on increasing bystander involvement in emergency and cardiac arrest situations in an effort to increase survival.

This multifaceted campaign has a number of key strategies geared towards different audiences, and will include the launch of a web-based video, a large-scale flash-mob in downtown Toronto, a Guinness World Record attempt for the largest number of people CPR trained at once, several local mass CPR/AED awareness events in municipalities across the province and a series of deputations before regional (municipal) councils to raise awareness of the need for public education and advocate for support for these important issues.

In your area, council(s) may have already received a request from the Heart and Stroke Foundation of Ontario to present on the details of this campaign and request their support. We would appreciate the opportunity to meet with you, preferably over the phone as a first step, to discuss this campaign and identify a collaborative approach in engaging your local council.

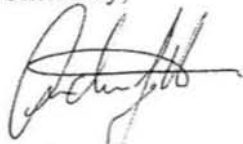
This campaign has three focused policy asks for municipalities to consider. We are seeking council support on each policy item, and they are as follows:

1. Commit to implementing a broad public education campaign to raise awareness around issues such as bystander involvement in CPR, the ease of CPR training and use of an AED.
2. Work with the Heart and Stroke Foundation through the Ontario Defibrillator Access Initiative (ODAI) to ensure AEDs are placed in all sport and recreation facilities and schools.
3. That municipalities write the Minister of Health and Long-Term Care in support of Heart and Stroke Foundation's request that the script for emergency medical dispatchers be revised to provide the most compelling, clear and mandatory CPR direction in all cases of cardiac arrest.

The Heart and Stroke Foundation is immensely grateful for your program's support and we would like to ensure that we can promote our partnership and highlight your service's/program's accomplishments.

We look forward to working with you on this important initiative.

Sincerely,

A handwritten signature in black ink, appearing to read 'Andrew Lotto', with a stylized flourish at the end.

Andrew Lotto
Manager, Resuscitation Programs
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cc. Kyle Grant

October 17, 2012

Hon. Deb Matthews
Hepburn Block
10th Floor
80 Grosvenor Street
Toronto, ON M7A 2C4

Dear Minister Matthews,

As you know, every year 7,000 cardiac arrests occur in Ontario, with the majority occurring in public places or homes. Recent data indicates that Ontario has a survival rate, for out-of-hospital cardiac arrests, of only 5-6%. However, an individual's odds of surviving can increase to 75% when early cardiopulmonary resuscitation (CPR) is used in combination with an automated external defibrillator (AED). When a person is in cardiac arrest, seconds count. With each passing minute, the probability of survival declines by 7-10%.

The community is an integral component of the Chain of Survival™ and, if effectively equipped, can meaningfully contribute to, and augment the response of, the pre-hospital emergency medical system. The early actions of a bystander; activating the 9-1-1 system, starting CPR and utilizing an AED, can effectively stop the clock and help Municipalities meet their response time objectives and plans. However, too few Ontarians know the life saving skills of CPR and AED; and worse yet, too few act.

To this end, the Heart and Stroke Foundation of Ontario has recently launched a public awareness Campaign to promote the use of CPR and AED by bystanders when they witness an out of hospital cardiac arrest.

Through this Campaign we:

- Have developed a web-based Public Service Announcement, which has received worldwide recognition and acclaim, accumulating nearly 600,000 viewings online in nearly two weeks
- Will be attempting to break the Guinness World Record for the largest CPR training session at Canada's Wonderland on October 25th (an invitation has already been sent to your office)
- Have organized numerous local, community-based, CPR/AED mass awareness events, to provide as many Ontarians as possible with access to this life-saving skill
- Will be conducting deputations before nearly every Upper Tier Regional Council across the Province asking that they:
 - o Commit to implementing a broad public education campaign raising awareness around issues such as the ease of CPR training and use of an AED.
 - o Work with the Heart and Stroke Foundation through the Government-funded *Ontario Defibrillator Access Initiative* (ODAI) to ensure AEDs are placed in all sport and recreation facilities and schools.

In developing the Campaign's major thrust our research identified a number of best practices that would support broad public uptake of CPR/AED and a more effective community response.

One of the most compelling practices we identified was the system-level implementation of a dispatch-assisted CPR protocol, providing bystanders with simple step-by-step instructions in delivering essential care at the scene, prior to the arrival of trained help.

We commend the Ministry of Health and Long Term Care and the Emergency Health Services branch of the Ministry for their visionary advancement of the health system and their leadership in deploying this evidence-based best practice as the standard in Ontario.

Numerous conversations with representatives from Seattle/King County in the United States, considered by many to be the gold-standard in CPR and community cardiac response, highlighted an important consideration in the administration of this innovative dispatch protocol. A few years ago they adjusted the language of their dispatch script, de-emphasizing the bystander's prerogative to opt-out of providing CPR, making the message more forthright and compelling. This simple change resulted in a significant increase in bystanders performing CPR, which they described as a major contributor in increasing their out-of-hospital cardiac arrest survival rate. Seattle now boasts a bystander CPR rate of nearly 50% (contrast this with Ontario's ~30% rate).

In considering the above, we urge that the Ministry of Health and Long Term Care review the language of the dispatch-assisted CPR script currently in place in Ontario and request that specific consideration be given to ensure that a clear, simple, direct call to action is provided and the opportunity for bystanders to opt-out of performing CPR is de-emphasized in all instances of cardiac arrest.

We look forward to working with the Ministry to enhance the cardiac safety of our communities and ensuring that all Ontarians can help save a life.

Thank you in advance for your consideration. We look forward to your reply.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mark Holland', with a large, stylized loop at the end.

Mark Holland

Director, Health Promotion and Public Affairs

416.489.7111 x452 | mholland@hsf.on.ca

Recommendation: Revisit current Dispatch Assisted CPR instructions to remove ambiguity and improve bystander uptake through authoritative, clear directions.

Current Ontarioⁱ Dispatch Priority Card Index 2 (DPCI-2) script for dispatch assisted CPR,

“with my help do you want to do chest compressions?”.

It is presented in the form of a question rather than an affirmative action/instruction, which is significantly less compelling and opens the door for a bystander to decline further engagement/involvement.

Our research in CPR best practices revealed that when Seattle-King County (considered by many to be the “gold standard” for cardiac safe communities) adjusted the language of their dispatch script, removing the option to opt-out of receiving CPR instructions, their bystander CPR rates increased significantly.

Script for bystander assisted CPR as mandated by the *Medical Priority Dispatch System* (MPDS), an internationally accredited and recognized dispatch program:

“listen carefully and I’ll tell you how to do chest compressions”.

ⁱ Except in Toronto & Niagara, where MPDS is the dispatch protocol employed locally.