

# PREVENTATIVE HEART SCREENING DUVAL COUNTY FLORIDA IN COLLABORATION WITH



**Saving the lives of American youth  
from Sudden Cardiac Death through  
preventative heart screenings.**

**Join us as we**

***Screen Hearts and Save Lives!***

**[www.safebeat.org](http://www.safebeat.org)**



# SafeBeat™

***“Screening Hearts, Saving Lives!”***

# THE SAFEBEAT MISSION

**SafeBeat** is a national initiative that establishes local and regional **Preventative Heart Screenings** in an effort to prevent sudden cardiac death in youth and create a healthier generation throughout America's public middle and high school systems. Our mission is that no family suffers the loss of a child because of sudden cardiac arrest.

**SafeBeat** collaborates with local hospitals, medical professionals, schools and business sponsors to successfully provide preventative heart screenings, awareness campaigns, and emergency preparedness resource materials to community schools in need.

Individuals and businesses who sponsor **SafeBeat** have the opportunity to gain regional to national exposure while supporting a cause that can save families from the grief of losing a child to an undetected heart defect.

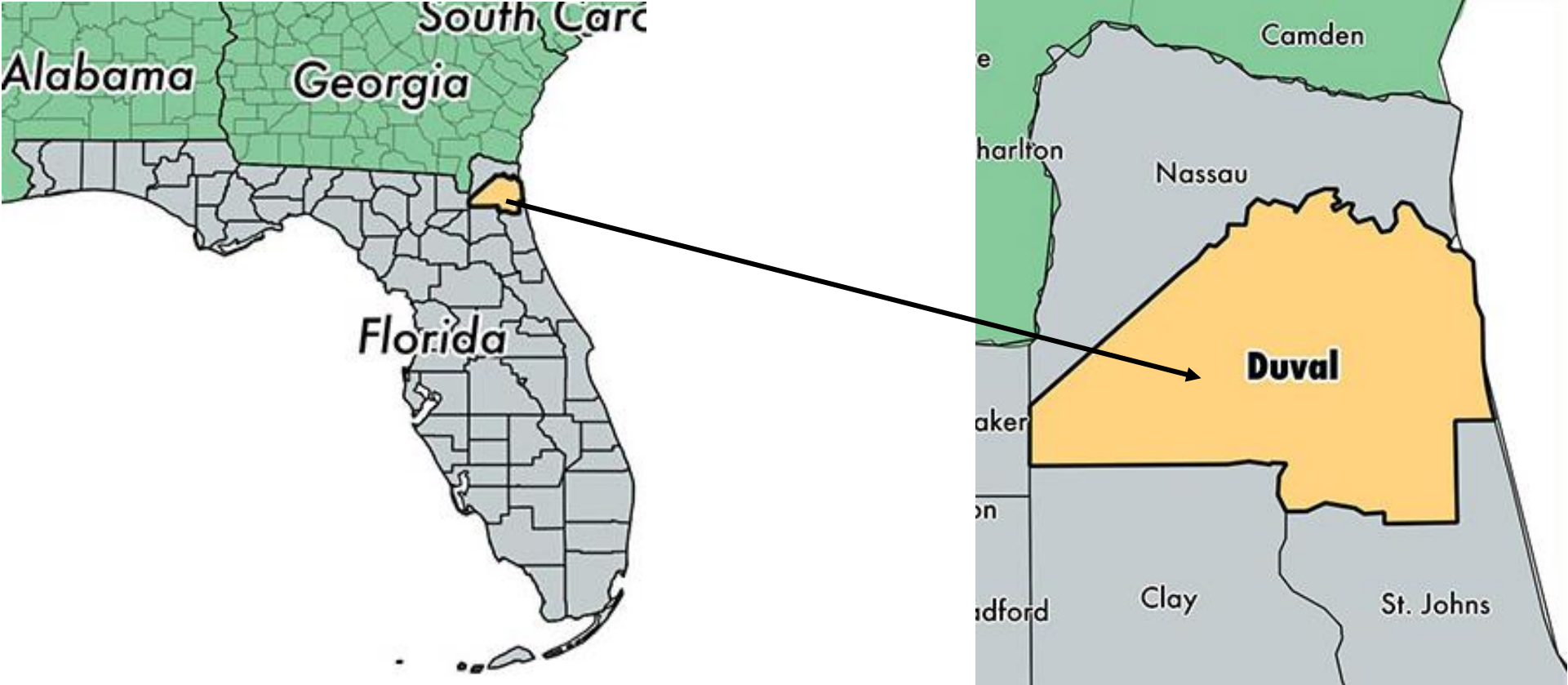


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# DUVAL COUNTY, FLORIDA



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# DUVAL COUNTY MIDDLE & HIGH SCHOOL STUDENT ENROLLMENT

6 <sup>th</sup> Grade	10,009
7 <sup>th</sup> Grade	9,398
8 <sup>th</sup> Grade	8,998
9 <sup>th</sup> Grade	9,608
10 <sup>th</sup> Grade	9,772
11 <sup>th</sup> Grade	8,250
12 <sup>th</sup> Grade	7,275
<b>TOTAL STUDENTS</b>	<b>63,310</b>

Courtesy of Florida Department of Education - Enrollment 2017-2018

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# SCREENING TIMELINE ~ 6 - 8 Months



- Phase I - Approval & Planning
- Phase II - Educating the Community
- Phase III - Screening the Population
- Phase IV - Reporting the Results
- Phase V - Acknowledge All

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# PHASE I – APPROVAL & PLANNING – Month 1-3

- Obtain approval of school district/board
- Establish screening coordinator within school
- Develop regional and local partnerships
- Establish donors / sponsors
- Determine logistics of screening for school district
- Schedule screening event
- Awareness campaign



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# PHASE II – EDUCATE THE COMMUNITY – Month 2-4



- Each individual middle and high school will receive an educational campaign specific to their population. This campaign will consist of posters, banners, backpack take homes, event announcements, e-mails, brochures, website, social media(s), etc.
- Draw the population to the screening
- Register the population (via [safebeat.org](http://safebeat.org))
- Schedule the population (via [safebeat.org](http://safebeat.org))

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# MEDIA COVERAGE

Messaging is key in our mission to save lives. We have learned that knowledge is power when it comes to the fight against SCA. This is an issue that needs to garner public awareness; we plan to educate students, parents, teachers and entire communities about the importance of preventative heart screenings. The press, media and print components of our **SafeBeat** Initiative will play a key role.



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# WEBSITE AND ELECTRONIC COMMUNICATIONS

*Safebeat.org* is our interactive and dynamic website that serves as a resource for students, parents, teachers and communities to learn more about Sudden Cardiac Arrest, upcoming screenings, and fund raising events.



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# SOCIAL MEDIA

*The SafeBeat Initiative provides interactive social media for parents, students, educators, and communities to:*

- Increase participation in heart-screening events
- Raise awareness of organizational activities
- Encourage supporters to help promote our mission
- Bring brand awareness to **SafeBeat** and our supporters



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# PHASE III – SCREENING THE POPULATION – Month 4-6



- Screenings provided in collaboration with *Wolfson Children's Hospital*
- Separate screening days for middle and high schools (*if needed*)
- Screenings consist of:
  - Heart health questionnaire
  - Bilateral blood pressures (BP),
  - Height/weight (BMI)
  - 12-Lead electrocardiogram (ECG/EKG)
- All screenings are reviewed by a board-certified pediatric cardiologist

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# OUR LOCAL MEDICAL PARTNER



- Pediatric cardiology physicians and staff
- Reporting
- Follow-up care and treatment
- Includes insured/under-insured/non-insured

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## FLORIDA PHYSICIANS

Jose Etedgui, MD  
Stephanie Lacey, DO  
Jason Ho, MD  
Brandon Kuebler, MD  
Amy Juraszek, MD  
Shawyntee Mayo, MD  
Justin M. Vining, MD (Wolfson Tallahassee)

Robert English, MD  
Randall Bryant, MD  
Andrea Kropf, MD  
Daniela Neagu, MD  
Thomas Moon, MD

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# PHASE IV – REPORTING THE RESULTS – Month 4-6



- Each parent will be provided the screening results within approximately seven (7) business days.
- Results of the child’s screening will also include information regarding any recommended follow-up instructions.
- Examples of recommended follow-up instructions:
  - a. No further action is recommended
  - b. Recommend follow up with pediatrician
  - c. Recommend follow up with pediatric cardiologist (referral from pediatrician may be required)

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# PHASE V – ACKNOWLEDGING ALL – Month 6-8

Following the final screening event we will be sure to give the proper acknowledgement and thanks to all those who participated, including medical institutions, schools, sponsors, and parents.

This will be accomplished through various forms of media used throughout the campaign.



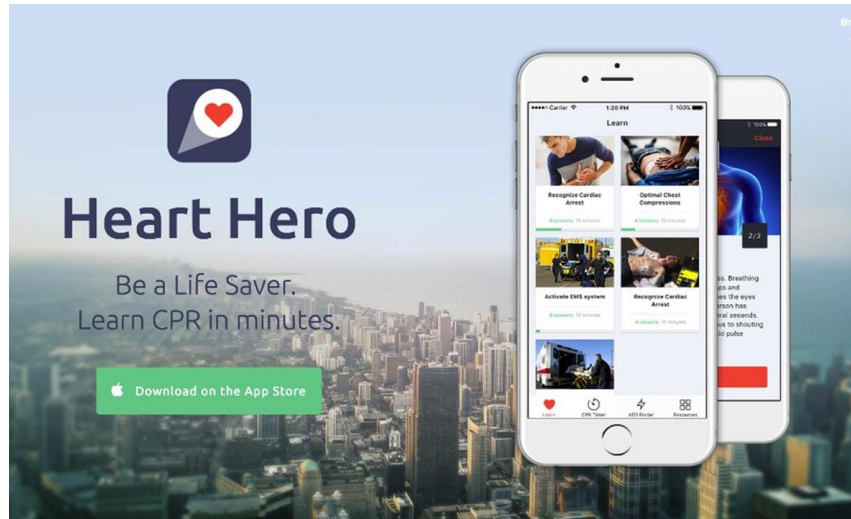
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# PARTNERSHIP WITH *iBeat* HEART HERO CPR TRAINING APP

Heart Hero is a great tool for learning and practicing CPR so you can be ready and prepared to provide lifesaving assistance when it matters most!



Short and concise instructional videos within the app provide users step-by-step instructions on:

- How to recognize someone in need of CPR and AED.
- How to administer CPR, including chest compressions
- How to use an AED
- How to interface with paramedics

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