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National PulsePoint App saves infants life in Spokane, Washington

Starting Hearts and Vail Public Safety Communications Center use the same PulsePoint App to save lives in Eagle County

PulsePoint app alerts nearby CPR trained citizens of a victim's location and nearest public AED

Vail, Colorado – With a simple alert from your phone, you could help save a life.

On September 3, 2014, Jeff Olson saved the life of a one-month old infant in Spokane, Washington. Olson, a master technician, received a message on his phone that CPR was needed just two blocks away from where he worked. Olson, also a volunteer EMT, had recently downloaded the PulsePoint app on his smartphone. Olson raced to the dance store, where one-month old Nolan was turning blue and not breathing. Store clerk Lesley Reckord, had just called 911 minutes before.

Olson knew his lifesaving skills were needed because he had registered his phone with the PulsePoint app. While fire paramedics were still several minutes away, the app put Olson in the right place at the right time to keep Nolan alive, according to ABC7 Eyewitness News.

“And this guy just came out of nowhere and just scooped the baby up and really knew what he was doing, which was such a blessing to all of us,” Reckord said.

Starting Hearts, a local non-profit dedicated to saving the lives of sudden cardiac arrest Victims in Eagle County recently launched the PulsePoint app in Eagle County through a partnership with the Vail Public Safety Communications Center. The PulsePoint mobile application helps improve community response to SCA victims by enabling citizen bystanders to provide lifesaving cardiopulmonary resuscitation (CPR) and access public access automated external defibrillators (AED).

“It’s incredible and inspiring that the PulsePoint app saved the life of an infant in Spokane,” said Lynn Blake, Starting Hearts founder and SCA survivor. “SCA can happen to anyone and anywhere. It can happen to an infant in Washington or an infant right here in Vail, and as citizens we need to make a conscious effort to do something about it. We need to be prepared to respond to an emergency like that in our hometown.”

Blake is right. The more CPR trained individuals that register on the PulsePoint app in Eagle County, the more lives that can be saved.

“Our goal is to increase sudden cardiac arrest (SCA) survival rates in Eagle County,” said Blake. “But we need more trained CPR participants to download and register on the PulsePoint app so they receive these important alerts from our local 911 agency.”

PulsePoint is tied in to the Eagle County’s computer aided dispatch (CAD) system and notifies users who have signed up for the app that are within a half-mile radius of the person in need of emergency intervention. The app then sends the user a map to the location of the person in need of CPR and the nearest AED.

Individuals experiencing SCA have only minutes until death, unless a bystander or trained responder recognizes the symptoms and takes immediate action. Even under the best of circumstances, professionally trained first responders are potentially seven or more minutes away from conducting life-saving measures. Time is of the essence; without intervention each passing minute the odds of survival drop dramatically.

“When every second counts, the nearest “Neighbor Saver” could make the difference between life and death,” said Blake.

To receive notifications and help save lives:

1. Download the free PulsePoint app on your smartphone
2. From the agency list, find and follow Vail Public Safety Communications Center
3. Go to settings and select the “CPR” notification box

Starting Hearts provides a free CPR training in a hands-on, 45-minute program called CALL. PUSH. SHOCK.™ Starting Hearts brings its mobile Heart Rod training bus to participants; so learning CPR is easy and accessible to anyone. To schedule a free CPR training call 970.331.4066 or visit www.startinghearts.org.

SCA is a leading cause of death in the United States, accounting for an estimated 325,000 deaths each year or 1,000 deaths per day. The American Heart Association estimates that effective bystander CPR, provided immediately after sudden cardiac arrest, can double or triple a person’s chance of survival. However, only about one quarter of SCA victims receive bystander CPR and even fewer receive a potentially lifesaving therapeutic shock from a public access AED. Improving bystander CPR rates and access to AEDs is critical to survival.

About Vail Public Safety Communications Center:

The Vail Public Safety Communications Center is the multi-discipline public safety communications center serving all of Eagle County.

The Communications Center serves as the public safety answering point for 9-1-1 calls originating from all Eagle County telephone exchanges, including 9-1-1 call from cell phones in Eagle County. These calls can range from life or death assistance, to

requests for road conditions, to animal control calls. As each call is received, the dispatcher makes a determination as to the urgency of the call; the jurisdiction responsible for response, and takes action on it.

The Communication Center is primary dispatch for twelve public safety agencies. The agencies are: Avon Police Department, Eagle County Airport Fire Department, Eagle County Paramedic Services, Eagle County Sheriffs Office, Eagle Police Department, Eagle River Fire Protection District, Greater Eagle Fire Protection District, Gypsum Fire Protection District, Minturn Police Department, Rock Creek Volunteer Fire Department, Vail Fire and Emergency Services, and Vail Police Department.

About Starting Hearts™—Starting Hearts was formed in 2010, three years after its founder, Lynn Blake, suffered a Sudden Cardiac Arrest (SCA) in Vail Village on Valentine’s Day. She was an otherwise healthy 27- year-old when her heart stopped without warning. Due to the quick intervention of bystanders, who dialed 911, performed CPR and used an Automatic External Defibrillator (AED), she became one of the very lucky eight percent to survive SCA. Now, her calling is to increase the odds for others who are suddenly stricken through the efforts of Starting Hearts.

SCA is the leading cause of unexpected death in Colorado and around the world; the Sudden Cardiac Arrest Foundation estimates close to 360,000 individuals suffer SCA annually – roughly 1,000 per day. The mission of Starting Hearts is to save the lives of Sudden Cardiac Arrest victims by providing free CPR and AED education along with reducing the time in which emergency medical assistance is received.

Starting Hearts has three primary programs: CALL. PUSH. SHOCK™, a free community education program on how to respond to Sudden Cardiac Arrest; Nearest AED™, a program focused on increasing AED access throughout Eagle County; and Neighbor Saver™, a 911-aided citizen dispatch and response system that uses the PulsePoint mobile application system. For more information visit www.startinghearts.org

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