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# SoutheastHEALTH Ambassadors Spearheading AED, CPR Project

JUNE 19TH 2017 BY DEE LOFLIN

## SoutheastHEALTH Ambassadors Spearheading AED, CPR Project

SoutheastHEALTH Ambassadors, an arm of the SoutheastHEALTH Foundation, will begin awarding local non-profits and places in need with AEDs (automated external defibrillators) and CPR kits early this fall.

In 2016, in collaboration with the Cape Girardeau Fire Department, and recognizing the community need for heart health awareness, the Ambassadors chose to raise money exclusively for the HeartStrong Fund of the SoutheastHEALTH Foundation. With money raised from their fundraising efforts the Ambassadors will purchase AEDs to distribute. The devices will be awarded on an application basis. Priority will be given to projects that focus on community health improvement and address the following:

Focus on disproportionate unmet needs by delivering care to the uninsured and underinsured;

Focus on healthy environments and behaviors;

Engage in collaborative partnerships to help ensure healthy communities; and

Provide measurable outcomes on healthcare in our community.

The program initially will distribute 10 AEDs and CPR kits along with training to recipients. Applications are available on the Foundation website at <https://www.sehealth.org/foundation/aed-request>. Contact the Foundation with any questions by email, [wquick@sehealth.org](mailto:wquick@sehealth.org) or call 573-519-4923.

Next up in fundraising efforts for the devices will be a “Coins for Cardiac” event from 5 until 8 p.m. on Friday, September 15 at the Coin-Op Cantina on North Main in Cape. Tickets are \$20 in advance and \$25 at the door and include beverages and food.

Sudden cardiac arrest is one of the leading causes of death in the U.S. More than 350,000 people will suffer from sudden cardiac arrest this year. In most cases, the event does not happen in a healthcare setting where emergency help is readily available. An AED is the only effective treatment for restoring a regular heart rhythm and, with training, is easy to operate for someone without a medical background.

As with all medical emergencies, time is of the essence. For each minute defibrillation is delayed, the chance of survival is reduced by approximately 10 percent.

Donations to the HeartStrong Fund can be made online by visiting <https://www.sehealth.org/foundation/online-donation-form>.

#### About the SoutheastHEALTH Ambassadors

The SoutheastHEALTH Ambassadors are a volunteer board that focuses on supporting the SoutheastHEALTH Foundation. They specifically support the HeartStrong Fund which is a resource to provide funding for programs to address cardiovascular disorders and prevention and community outreach to educate people about preventing

heart disease.

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