

350,000

suffer a sudden cardiac arrest annually in the US. The survival rate is 10%; research shows more than 60% can survive with timely CPR and use of an AED.

## YEAR TWO CAMPAIGN GOALS

- Raise community-wide awareness about the epidemic of sudden cardiac arrest
- Provide via iowaheartsafe.org virtual CPR and AED training
- Provide AEDs through cost-sharing to nonprofits
- Provide combination-lock, heated AED enclosures for 24/7 public AEDs
- Partner with the Johnson County Ambulance Service to sponsor PulsePoint
- Provide citizen education through iowaheartsafe.org and via social media

### RICHARD E. KERBER



Richard E. Kerber, MD (1939–2016) was a pioneer in the development of American Heart Association CPR guidelines. He was instrumental in the development of public access defibrillation programs to place AEDs in communities. The University of Iowa Richard E. Kerber HeartSafe Initiative was launched in 2017 to promote CPR and placement of over 100 AEDs in UI buildings. Informed by that initiative, and inspired by Dr. Kerber's example, the Rotary-Kerber HeartSafe Community Campaign was initiated in 2019 by two Rotary grants.



The Campaign's Sponsor Program has been led and coordinated by **Bill Bywater**. We thank the following donors for their generous support totaling \$46,100 allowing:

- Payment of the **PulsePoint initiation fee** to bring PulsePoint to Johnson County
- Purchase of **16 combination-lock, heated AED enclosures**
- Funding for the **HeartSafe Day celebration**
- Payment for **iowaheartsafe.org** design and maintenance
- Payment for **Facebook, Instagram, Twitter** weekly placements and maintenance
- Payment for design, installation and maintenance of **Campaign Archive**
- Payment for **Sponsor Program** supplies and promotional items

### 2021 HEARTSAFE SPONSORS (10/1/20-12/31/21)

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Kenneth K. Kinsey Foundation  
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Jim and Mary Merchant  
Carver College of Medicine

##### SILVER (\$1000–\$2499)

Michael and Julie Hodge  
Dianne Atkins  
Division of Cardiology, Carver College of Medicine  
Mercy Hospital (Iowa City)  
Kimberly Casco  
Doris and William Preucil\*  
CommUnity Crisis Services\*

#### HEARTSAFE PARTNERS

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David Bywater  
Sylvia Goodman  
Casey Cook and Kay Gfeller  
Dale and Patricia Roberts

Participants in the Nonprofit AED Program are identified with \*

## 2021 ANNUAL REPORT

# The Rotary-Kerber HeartSafe Community Campaign

Iowa City  
**Rotary**  
Club (Noon)



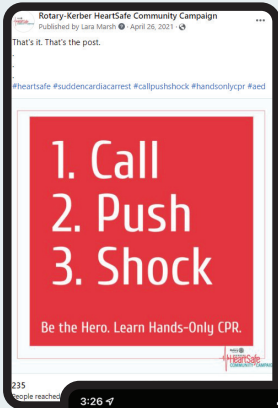
KERBER  
**HeartSafe**  
COMMUNITY CAMPAIGN



The Rotary-Kerber HeartSafe Community Campaign’s Mission is to increase the survival rate of sudden cardiac arrest (SCA) victims in Johnson County by motivating laypersons to intervene effectively using cardiopulmonary resuscitation (CPR) and an automated electronic device (AED).

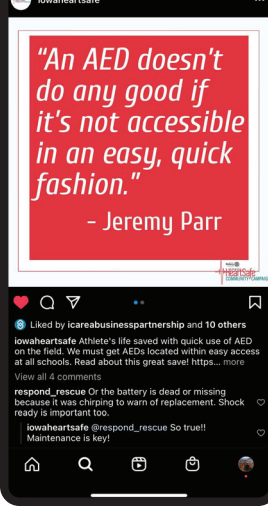


Due to the COVID-19 pandemic, hands-only CPR, use of an AED and Heimlich maneuver training remained suspended in 2021. Multiple community-wide educational programs, most by Zoom, were given by Rotarian **Dr. Dianne Atkins, MD**, Professor Emerita of Pediatric Cardiology and Chair of the American Heart Association Emergency Cardiovascular Care Committee.



The Campaign continued using a dedicated website and increased activity on social media platforms (Facebook, Instagram, and Twitter). In 2021, over 180 posts were made to social media resulting in over 7,100 impressions and 580 likes/comments/shares.

HeartSafe Day, to thank community partners and donors, was celebrated on November 18 and featured presentations of HeartSafe Day proclamations from the City of Iowa City and City of Coralville. A similar proclamation was made by the Johnson County Board of Supervisors.



Left to right Linda Kerber, Iowa City Mayor Pro Tem Mazahir Salih, Coralville Mayor John Lundell, Jim Merchant.



Johnson County's first public AED

Far left: Fiona Johnson, Director, Johnson County Ambulance Service.

Left: Coralville police officer Kyle Nicholson, fire chief Orey Schwitzer, Mayor John Lundell and city manager Kelly Hayworth.

**Fiona Johnson**, Director of the Johnson County Ambulance Service and member of the Campaign Committee, has documented Iowa City and Coralville sudden cardiac arrest locations between January 1, 2019–July 31, 2021. In 2021, the Johnson County Ambulance Service had 79 sudden cardiac arrest resuscitations with a 15.3% survival rate.

The Campaign donated \$13,600 to purchase 16 combination-lock, heated durable enclosures for installation of 16 AEDs donated by the Johnson County Sheriff throughout Johnson County. Research has shown that a dense network of public AEDs can increase sudden cardiac arrest survival by 50%.



The Campaign brought PulsePoint to Johnson County by providing initial funding of \$10,000. PulsePoint empowers CPR trained citizens to use its 911 text message alert to initiate emergency medical service while simultaneously directs those with the PulsePoint app to both the victim of a sudden cardiac arrest and the nearest AED. Research has found that PulsePoint increases both CPR and AED use critical response time by two-three minutes.



The Campaign's AED cost sharing program for nonprofits has placed several AEDs in local churches and some other nonprofits. Led by **Mark Pries**, the Campaign has provided a \$2000 retail AED kit once a \$500 donation is made to our account at the Community Foundation of Johnson County. Our cost-sharing program for small business (under 10 employees) for a \$750 donation, and large businesses for a \$1000 Foundation donation, and led by **Ryan Bell** was delayed by the pandemic until 2022.



In Campaign Year three, we seek to fully engage in our pandemic delayed nonprofit free CPR training and AED cost-sharing program, launch our small and large business AED cost-sharing program, and more than double installation of the number of both indoor and 24/7 public AEDs.

2022 CAMPAIGN GOALS

- **Return to CPR training**, with immunization and masks, when COVID-19 abates
- **Purchase and distribute** 20 AED kits for indoor installation
- **Purchase and distribute** 20 AED enclosures for outdoor installation
- **Implement** our small and large employer **cost-sharing program**
- **Distribute “AED Inside” front door stickers** for all Johnson County AEDs
- **Sponsor an AED Treasure Hunt** to locate previously undetected AEDs in Johnson County
- **Promote and enroll** 500 CPR-trained citizens to acquire the PulsePoint app
- **Promote co-sponsorship of the Campaign** by other Rotary Clubs within District 6000
- **Raise \$50,000** to support all Campaign components

