

356,000

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

2022 CAMPAIGN GOALS

- Return to CPR/AED training when COVID-19 abates—**12 nonprofits trained**
- Purchase and distribute 20 AED kits—**48 AED kits distributed to date**
- Purchase and distribute 20 outdoor AED enclosures—**33 purchased to date, 20 installed**
- Implement small and large employer cost-sharing program—**small employer program begun**
- Distribute “AED Inside” front door stickers for Johnson County AEDs—**distributed for our AEDs**
- Sponsor an AED Treasure Hunt—several new AEDs were found, **two winning teams honored**
- Enroll 500 CPR-trained citizens acquiring the PulsePoint app—**2588 since February 15, 2022**
- Promote co-sponsorship of the Campaign by other Rotary Clubs—**the AM Rotary club joined**
- Raise \$50,000 to support all Campaign components—**\$53,105.12 was raised in 2022**

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 by **Rotarian Bill Bywater**. We thank the following donors for their generous support totaling **\$53,105.12**, allowing:

- Purchase of **20 AED kits** (\$1000 each)
- Purchase of **17 combination-lock, heated AED enclosures** (\$850 each)
- Funding of the **HeartSafe Day** celebration (\$3000)
- Payment and maintenance of our **website iowaheartsafe.org**
- Payment for **Facebook, Instagram and Twitter** social media posts
- Payment for maintenance of the **Campaign Archive**
- Payment for **Sponsor Program promotional items**
- Payment of the Community Foundation of Johnson County **administrative fee**



2022 HEARTSAFE PARTNERS (1/1/22-12/31/22)

HEARTSAFE FOUNDING PARTNERS

PLATINUM (\$5000+)

Kenneth K. Kinsey Foundation
Linda Kerber
Natesa Pandian

GOLD (\$2500–\$4999)

Jim and Mary Merchant
Hills Bank and Trust Company

SILVER (\$1000–\$2499)

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Mayor’s Youth Employment Program
Iowa City CSD Foundation*
Usha Balakrishnan
Bill and Linda Bywater
City of Iowa City
Riverside Theater*
Iowa City Noon Rotary
James Noesen, MD
Lynn and Stuart Weinstein
Steve and Victoria West

HEARTSAFE PARTNERS GOLD (\$500–999)

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Moose Lodge #1096*
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Mark Sidel
Eric Weiler
Bernard and Cherie Cremers
Janet Weaver
Sylvia Goodman

Participants in the Nonprofit AED Program are identified with *

Find out more at iowaheartsafe.org.

Donations are 100% tax-deductible and can be made at our website or by mail:

Community Foundation of Johnson County
ATTN: Rotary-Kerber HeartSafe Community Campaign
501 12th Avenue, Suite 102
Coralville, IA 52241

319-337-0483



THE ROTARY-KERBER HEARTSAFE COMMUNITY CAMPAIGN



2022 Annual Report

Iowa City
Rotary
Club (Noon)



KERBER
HeartSafe
COMMUNITY CAMPAIGN

iowaheartsafe.org

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

Because of the COVID-19 pandemic, educational programs continued via Zoom and were led by Campaign Medical Director **Rotarian Dr.Dianne Atkins**, Professor Emerita of Pediatric Cardiology and Chair of the American Heart Association Emergency Cardiovascular Care Committee. Similarly, CPR, AED and Heimlich maneuver training programs for the 32 nonprofits, that had obtained an AED via our cost-sharing program, were delayed until May when they resumed with masks and gloves.



Only 10% of sudden cardiac arrest victims survive.

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Bystander CPR and use of an AED can increase this to 60%.

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2022 HeartSafe Day, to thank our donors and community partners and to honor community heroes, was celebrated on November 30. It included a presentation on achievement of all 2022 Campaign goals and comments by visiting **Rabbi Justin Kerber**, son of Campaign Committee member **Rotarian Linda Kerber** and the late **Dr. Richard E. Kerber**. A proclamation of HeartSafe Week was made by the Johnson County Supervisors with comments by **Rabbi Kerber**, Johnson County Ambulance Director Fiona Johnson and Campaign Chair **Rotarian Dr. Jim Merchant**.



From left back row: Royceann Porter, Rotarian Mark Pries, Rod Sullivan, Pat Heiden
From left front row: Jim Merchant, Fiona Johnson, Rabbi Kerber, Lisa Green-Douglass



The **Johnson County Ambulance Service** reported 103 sudden cardiac arrest calls in 2022, an increase of 30% since 2021. Of these, 11 were saved with good neurological function (10.7%), slightly lower than in 2021.



Photo: Adria Carpenter of Little Village



The Campaign donated \$14,450 to purchase another 17 AED enclosures for distribution throughout Johnson County. Paired with AEDs donated to the Johnson County Ambulance Service, 20 are now installed including at Iowa City, West and North Liberty Athletic Fields each housing AEDs while partnering with **Project Adam** and purchased by the **Iowa City School District Foundation** through the Campaign's nonprofit cost-sharing program.

The Campaign partnered with the **Johnson County Ambulance Service** to implement **PulsePoint**, an electronic messaging program that empowers **PulsePoint** app holders, **who have enabled the critical alert function**, to be alerted by the 911 dispatcher to direct the app holder to the location of a sudden cardiac arrest victim while at the same time identifying the nearest AED. Research has shown that a well-developed **PulsePoint** community can increase early CPR and use of an AED by a critical two-three minutes.

The Campaign's AED cost-sharing program for nonprofits has now placed 40 AEDs in local churches and other nonprofits. Led by **Rotarian Mark Pries**, the Campaign distributes a \$2000 retail AED kit once a \$500 donation is made to the HeartSafe fund at the Community Foundation of Johnson County. The Campaign's business cost-sharing program is led by **Rotarian Ryan Bell** for small businesses (under 15 FTE employees), midsize businesses (16-99 FTE employees) and large (more than 100 FTE employees).



Far left: Volunteer Juan Del Rios teaches CPR.

Left: Herky does CPR at the Heart Walk, Kinnick Stadium.

In Campaign Year Four, we seek to complete the backlog of training for nonprofits, to restructure and emphasize our business cost-sharing program, and to continue the pace of placement of indoor AED kits and outdoor AED enclosures.

2023 CAMPAIGN GOALS

- **Increase CPR/AED training** to complete the backlog of nonprofits that obtained an AED
- **Purchase and distribute 20 AED kits** for indoor installation
- **Purchase and distribute 20 AED enclosures** for outdoor installation
- **Engage the business community** to continue our small business cost-sharing program and implement our midsize and large business cost-sharing programs
- **Distribute “AED Inside” front door stickers** for all Johnson County registered AEDs
- **Promote download the PulsePoint app** by at least another 500 citizens
- **Promote replication of Campaign goals** by other area clubs within Rotary District 6000
- **Raise \$50,000** to support all Campaign components

