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Parent Heart Watch is the national voice solely dedicated to protecting youth from Sudden Cardiac Arrest (SCA) and preventable Sudden Cardiac Death (SCD). We lead and empower others by sharing information, educating, and advocating for change through a variety of nationwide campaigns that raise awareness about a syndrome that could be prevented.

YOU Make the Difference! is a straightforward outreach initiative endorsed by the Parent Heart Watch Medical Advisory Board to help educate the public about the observations and actions that can make the difference between life and death.

- SCA is the #1 killer of student athletes
- Cardiovascular disease is the #2 medical cause of death under 25
- In the US, 1 young athlete dies every 3 to 4 days from a heart condition
- SCA is the leading cause of death on school campuses

Frequently, warning signs and symptoms of a youth heart condition go undetected; thus the "Be Aware It's Not So Rare" poster lists potential indicators. If any exist, it advises that they be reported to the youth's physician immediately. It is imperative that those who work and live with youth be aware of these signs and symptoms.

The "Early Detection Can Save Young Hearts" postcard stresses the importance of finding heart conditions through electrocardiogram (ECG) screenings for youth. Along with a comprehensive physical examination, a cardiac history and assessment and attentiveness to the warning signs and symptoms, the ECG is critical to help reveal the presence of a heart condition.

Most occurrences of SCA in youth happen in public places; thus the "Cardiac Chain of Survival" poster depicts the five critically time urgent links of the cardiac chain of survival. These steps should be performed to help save the life of someone in SCA.

Deaths due to SCA can often be prevented if people are properly educated. We are seeking your support to help educate both adults and youth by placing these materials in highly visible public areas within your facility and/or distributing them to youth center and doctors' offices. Materials can be downloaded or ordered from our web site at www.parentheartwatch.org.

Thank you in advance for your participation in this life-saving campaign!

Sincerely,

Martha Lopez-Anderson
Executive Director