As an industry leader, Cardiac Science understands the deadly toll sudden cardiac arrest (SCA) takes on our youth. We also know there is a way to stop this needless loss of life. Parent Heart Watch has taken a leadership role in advocating for critical primary and secondary prevention standards to protect young hearts. This is why Cardiac Science supports their vision to eliminate preventable death and disabilities from SCA in youth by 2030 and have proudly partnered with them for 12 years to make it a reality.

—Lori Peters, Senior Marketing Manager, Cardiac Science Corporation
In our mission to lead and empower others by educating and advocating for change, Parent Heart Watch has become a dynamic and transformative platform: Preventable. A word that rolls around my mind daily since the loss of our son to sudden cardiac arrest. Parent Heart Watch has given me a national platform to voice our cries to prevent other parents from knowing our loss. They unite our voices, so together we will eliminate preventable deaths and disabilities from sudden cardiac arrest in youth by 2030.

As the saying goes, alone, we may get there faster. But together, we will go farther.

And together, we have accomplished so much. Nearly half a million youth screened. Hundreds of thousands trained in the Cardiac Chain of Survival. Thousands of AEDs placed.

Our voices are now part of the national dialogue taking place in so many working groups, from the newly formed National Cardiac Arrest Collaborative, to pediatricians, school nurses, health and physical educators, youth sports professionals and parents nationwide.

We are helping to drive critical research initiatives to ultimately establish universal standards to prevent more losses.

We even secured a coveted spot on the National Health Observance calendar recognizing Sudden Cardiac Arrest Awareness Month after nearly a 10-year gap since its inception.

I have been honored to have the opportunity to help advance Parent Heart Watch’s vision and I invite you to reignite your passion as we embark on another powerful year of change.

Let’s Go Big or Go Home.

Together We Will,
Scott P. Stephens, Chair
PHW Board of Directors

For those interested in combating sudden cardiac arrest through advocacy, Parent Heart Watch stands ready to provide families the resources to assist in developing a program that works for them. But far more importantly, Parent Heart Watch offers a haven for families to grieve, process, and develop life-long friendships with other families who’ve experienced the unique trauma of losing a child.

Steve Silva
Assistant school principal & co-founder of Aidan’s Heart Foundation, Pennsylvania

Parent Heart Watch is the only national voice solely dedicated to protecting youth from SCA and preventable sudden cardiac death. Founded in 2005 by four mothers who lost their seemingly healthy child to an undetected heart condition, Parent Heart Watch has grown from a grassroots network into a national movement to protect young hearts. Parents who have lost a child to SCA or whose child is a SCA survivor or is living with a heart condition are joined by medical professionals and other passionate advocates to advance life-saving initiatives that drive the national dialogue on prevention.

In our mission to lead and empower others by educating and advocating for change, Parent Heart Watch has become a dynamic and transformative platform:
National Advocacy
Advocating in education, sports and medical communities by having a voice at national and international conferences and perpetuating collaborations.

Our Programs

Equipping Caregivers
A national call to action designed to educate and empower communities to share resources, practice prevention and be prepared to save a life.

Annual Heart to Heart
An inspirational collaboration between local champions, industry experts, medical and allied health professionals to advance best practices in prevention.

After seeing Parent Heart Watch’s segment on the Today Show we decided to attend the annual conference, and—wow—it was a game changer! Besides meeting other parents who shared our story we walked away with a sense of direction and now we are on a mission to provide training, testing and equipment vital to preventing & treating SCA in youth. —Gail and Mark Holthaus, Greg Holthaus Memorial Fund, Illinois

Our Programs

National Campaigns
National media, outreach and distribution of free educational materials that promote primary and secondary prevention, from EKG screenings to CPR, AEDs and emergency response planning.

SCA In Youth Database
With no national registry reporting the incidence of SCA and SCD in youth, PHW maintains a database of cases of death and survival to validate the need for mandatory surveillance.

Connected By Hearts
An education, support and networking initiative for young survivors of SCA and those living with a heart condition who want to share their journey.

Heart Safe Schools
A program that models the critical need for accessible and properly maintained AEDs together with written and well-practiced Cardiac Emergency Response Plans in schools.

Make Our Kids Count
Every Youth, Every Time.
Modeling the importance of AEDs and CERPs in schools, the launch of this pilot program in collaboration with the National Association of School Nurses (NASN) installed 16 AEDs in schools across nine states, thanks to a grant from Firehouse Subs Public Safety Foundation, and facilitated the implementation of CERPs in each facility. Overall the prevention program impacted a collective school community of 15,000 and continues to serve a larger population of thousands more. For nearly half of program participants, this was the school’s first AED. For the balance of participants, this AED helped meet the recommended number of AEDs for their campus size. One AED was the catalyst for the school board to vote to equip its entire district with AEDs for the first time. Nearly all recipients cited sports activities taking place on campus so the AED protected a higher risk student body. Almost one quarter of schools cited a past cardiac emergency on campus. The program was promoted via social media, helping to raise awareness among tens of thousands.

A Picture is Worth a Thousand Words

Nearly 160,000 views and counting, Parent Heart Watch’s video library continues to raise awareness of primary and secondary prevention strategies to protect young hearts. Five new videos highlight facts about sudden cardiac arrest in youth, recognizing warning signs and risk factors, the importance of youth heart screenings, myths and facts about AEDs and the Cardiac Chain of Survival.

Giving Schools the Tools

Educational materials highlighting the importance of written and well-practiced Cardiac Emergency Response Plans (CERP) in schools inform superintendents, principals, educators, school nurses and parents about how their school community can be prepared to respond to a cardiac emergency when seconds count.

Passing It On

Responding to requests from around the country, Parent Heart Watch has distributed nearly 50,000 free materials that educate communities about warning signs and risk factors of SCA, the Cardiac Chain of Survival, the importance of early detection heart screenings, and how to be part of the national movement to eliminate preventable deaths and disabilities from SCA in youth by 2030.

Get Charged Up! Takes Off

Highlights of 2017

This has been a wonderful resource for our high school. Not only have we been provided a brand new AED, we have been given pertinent training and educational materials on sudden cardiac arrest, with a helpful toolkit outlining how to set up a CERP for our school and disseminate SCA prevention information to our staff, school community and parent groups.

Margie Blackman, MSN, RN
Snoqualmie Valley School District, WA

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Margie Blackman, MSN, RN
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The National Sudden Cardiac Arrest Collaborative was born of the Institute of Medicine’s recommendation that national organizations work together to improve the SCA survival rate. PHW is part of the inaugural cohort, as well as the Messaging Working Group that is tasked with creating a universal call to action that will be the foundation of a national outreach campaign.

National Athletic Trainers’ Association’s Youth Sport Safety Summit’s inter-association consensus statement is in sync with PHW’s Prevention Promise to arm youth sports with cardiac emergency action plans, AEDs and return-to-participation protocol for young athletes who exhibit warning signs of a potential heart condition.

American Academy of Pediatrics has invited Parent Heart Watch to collaborate on a number of initiatives to create a more robust action plan to incorporate SCA prevention into primary care practice. Goals include developing resources and policy initiatives that support the evolution of SCA prevention. PHW also spearheaded similar regional collaborations with state AAP chapters.

Parent Heart Watch is a liaison and key collaborative partner for a pilot project with the Cardiac Safety Research Consortium to establish a national SCA data warehouse that unifies consistent heart screening data collection as a means to effective analysis of outcomes. Project participants include Parent Heart Watch members committed to advancing research to support the efficacy of standardized youth heart screenings.

SCA Advocacy
Parent Heart Watch raised SCA prevention awareness among education and medical professionals across the country. Presentations and exhibitions included the California School Nurses Organization, Florida Association of School Nurses, Florida School Health Conference, National Association of School Nurses, Illinois Heart Rescue—Cardiac Arrest Network of Support, Northeastern University School Health Academy, Safe Kids Worldwide’s PREVCON and the American College of Cardiology, plus the National Society of Genetic Counselors, through an interview to educate counselors about how to work with families that have lost a child to SCA.

SCA Awareness Month Is Official
Though concurrent House and Senate resolutions were passed in 2008 designating October as SCA Awareness Month, the recognition was never documented on the National Health Observance calendar—a resource often used by education, sports and medical communities to plan their activities to raise awareness of public health concerns. Parent Heart Watch spearheaded the effort to make it official, in partnership with the Heart Rhythm Society and with support from the Sudden Arrhythmia Death Syndromes Foundation. Eleven organizations offering SCA awareness tools and information are now listed on the nationally promoted stopcardiacarrest.org.

Dynamic Collaborations
In recognition of the critical role health and physical educators, administrators, parent teacher associations and school nurses play in student wellness, Parent Heart Watch fostered prevention partnerships with SHAPE America, The Superintendent’s Association (AASA), the Washington State PTA and NASN to arm these champions with SCA awareness information through podcasts, twitter chats, toolkits, blogs, digital marketing, social media and Get Charged Up! collaboration.

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The Voice of SCA in Youth
Parent Heart Watch advocates for SCA prevention in youth in collaboration with numerous national organizations and working groups.

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Parent Heart Watch By The Numbers

1,800,000 Social Media Reach

360+ posts covering the latest news on losses, saves, research and more caused 100,000 to click, post or share, nearly doubling our engagement and increasing fans and followers by 33%.

400+ Enquiries

PHW personally responded to hundreds seeking information and assistance, from families who lost a child, to advocates forming new programs to media and legislators wanting resources.

480,218 Screened To Date

(Nearly 55,000 in 2017)

Member organizations in 25 states offering free or affordable screenings to find the 1 in 300 at risk from an undetected heart condition.

5,537 AEDs Placed To Date

( Nearly 800 in 2017)

PHW members place AEDs wherever youth congregate, now serving over 2.66 million.

48,656 Educational Materials

PHW provides free, brochures, posters and postcards to raise awareness among millions of people.

157,105 Video Views

Our series of videos has raised ample awareness of the critical need for SCA prevention in youth since its February release.

9 NEW Prevention Programs

PHW supports passionate champions’ efforts to launch community prevention initiatives.

9 NEW

+16

Presentations & Exhibitions

PHW traversed the country speaking to thousands of parents, educators & allied health professionals.

392,193 Trained To Date

CPR + AED to empower anyone to save a life.

$392,193

Nearly 38,000

in 2017*

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2017 Financial Report

PUBLIC SUPPORT 2017 2016
- Individual Contributions $78,947 $48,117
- Foundation Support $85,940 $61,772
- Corporate Support $79,070 $50,900
- Donated Services $2,000 $2,000
- Total Public Support $245,957 $162,789

OTHER REVENUE
- Grants $29,590 $45,000
- Conference Registration & Sales $26,524 $28,828
- Membership Dues $6,911 $6,165
- Total Other Revenue $63,025 $79,993
- Total Income $308,982 $242,782

PROGRAM SERVICES 2017 2016
- Annual Conference $86,269 $79,788
- Education & Outreach $58,281 $58,281
- Educational Advocacy $58,263 $58,263
- Equipping Caregivers—Outreach $52,887 $52,887
- Get Charged Up! $21,052 $21,052
- Other Programs $29,100 $67,366
- Total Program Services $247,571 $205,435

SUPPORT SERVICES
- Administration $19,519 $18,033
- Fundraising $39,106 $39,295
- Total Support Services $58,625 $57,328
- Total Expenses $306,196 $262,763

FY2017 financials include October 1, 2016—September 30, 2017

Heroes for Young Hearts Awards

These remarkable individuals were honored at the 12th Annual National Heart to Heart in Arizona for their dedication and commitment to saving young lives from SCA.

Stewart Krug
Founders’ Award
Matthew Krug Foundation, Delaware

Clint Sperber
Medical/Allied Health Professional Advocacy Champion
Florida Department of Health, St. Lucie County

N’Jhari Jackson
Youth Advocacy Champion
Florida

Melinda Murray
Adult Advocacy Champion
Dominic A. Murray 21 Memorial Foundation, New York

Claire Crawford
Young SCA Survivor Champion
Georgia

Janine & Phillip Dalrymple
Local Advocacy Champions
Andra Heart Foundation, Arizona

Alan Goldberg & Sarah Turcotte
Media Advocacy Champions
60 Minutes Sports, New York
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—Lori Peters, Senior Marketing Manager, Cardiac Science Corporation