



Get Charged Up!

Video Submission Guidelines

Get Charged Up! models the importance and efficacy of automated external defibrillators (AEDs) and Cardiac Emergency Response Plans (CERP) in schools to prevent sudden cardiac death (SCD) in youth and familiarizes administrators, educators, coaches, nurses, parents and students about the role they can play in championing SCD prevention in youth within their school community

Background:

Sudden cardiac arrest is the #1 killer of student athletes and contributes to the #2 medical cause of death under age 25. What's more, it's the leading cause of death on school campuses, though most schools are underprepared to respond to a cardiac emergency, in contrast to the fire extinguishers and drills schools invest time and resources in. In response, an American Heart Association task force developed a CERP toolkit that empowers schools to be prepared for a cardiac emergency. As a co-member of this task force, Parent Heart Watch created *Get Charged Up!* to support putting this plan into action.

Parent Heart Watch is a nonprofit organization. We make every effort to obtain a limited number of AEDs to augment our Get Charged Up! program each year. Program application does not guarantee an AED will be awarded to your school. Additionally, not all program participants are eligible to participate in an AED contest unless you've been specifically invited.

Video Contest Guidelines:

If your school has been invited to participate in a video contest to win an AED, submit a video of maximum 3 minutes in length explaining why your school is committed to preparing for a cardiac emergency. Once you register for the program, participants will have access to resources that educate them about sudden cardiac arrest to augment their video content. All videos will be publicized as part of Parent Heart Watch's national awareness campaign with the goal of inspiring other schools to Take the Prevention Promise. Winning schools will be selected to receive an AED and will receive assistance with its proper installation and the implementation of a cardiac emergency response plan, although all contest participants are invited to implement a CERP at their school using the Parent Heart Watch resources provided.

Timeline:

October (SCA Awareness Month)

- Announce program and solicit entries from schools

February (Heart Month)

- Announce program winners
- Host webinar with winners to orient them about installing the AED and implementing a CERP

May (PE & Sports Month)

- Program culminates with completed installation of AEDs and CERPS

Participant Responsibilities:

- Complete online registration form
- Confirm their school administration is committed to the program, which includes proper installation of the AED and implementation of a CERP
- Oversee production of video, with proper release forms for participants
- If school wins, participate in a program orientation webinar
- Be part of the Cardiac Emergency Response (CER) Team that is formed to implement the CERP (CERP toolkit has complete overview of process, which includes:
 - Formation of CER team that is CPR certified
 - Personalization of CERP template to school
 - Scheduling drills to test school readiness (like fire drills)
 - Communication with school community re: SCA awareness, the new AED and CERP
- Submit report upon completion of CERP implementation by May 31, 2018
- Take photos (with proper release forms) for social/media outreach

Eligibility:

Applicants must represent elementary, middle, high or combined schools. School should demonstrate a willingness to receive CPR and AED training and establish a Cardiac Emergency Response Plan. Schools with no or multiple AEDs are eligible to apply.

Video Guidelines:

- Entries include a video of maximum 3 minutes in length and a completed application.
- Video can be produced collaboratively by students, parents and/or staff and cannot exceed three minutes in length, and must be in format compatible with YouTube or Vimeo, such as: .MOV, .MPEG4, .AVI, .WMV, .MPEGPS, .FLV, .3GPP
- Videos should address the following questions:
 - Why does your school need an AED?
 - Where will the AED be placed (AED must be publicly accessible within the building)
 - How will you raise awareness about sudden cardiac arrest prevention in your school community (students, teachers, staff, parents)? *Educational resources provided to all program participants following registration*
- All videos must be uploaded to either Vimeo (www.vimeo.com) or YouTube (www.youtube.com) and the full URL link provided in the appropriate place on the grant application. An inaccurate link is grounds for disqualification. Both Vimeo and YouTube allow the upload of videos at no charge—see their websites for terms of use. Only one video entry per school will be accepted
- The video submitted must be the original work of the person(s) submitting the video. The video cannot contain material that is defamatory or constitutes copyright or trademark infringement. Video content must be suitable for viewing by all ages
- The submitter is responsible for permission to use the voices, likenesses, and images of any person or location appearing in the video with the understanding that the video will be publicized nationally via digital and social media

Parent Heart Watch has the right to disqualify any video that fails to meet any requirement contained herein or is otherwise objectionable. Parent Heart Watch's decision in all contest matters is final. All entries become the property of Parent Heart Watch, which reserves the right to use any and all information related to the contest. The school grants to Parent Heart Watch a nonexclusive, perpetual, worldwide, assignable, sub-licensable, royalty-free license to broadcast, store, publish/distribute, reproduce, and otherwise use and exhibit the submission in all media, now existing or hereafter devised, for any purpose, including trade or advertising.