



19th Annual National Heart to Heart

January 12-14, 2024

Washington Duke Inn & Golf Club

Durham, NC

Friday, January 12

12-5 PM	Registration	Presidents Gallery
1-3 PM	PHW Board of Directors Meeting	Duke University Room
	CPR/AED Certification <i>John Cobb - Coastal Emergency Medical Skills</i>	Matlock
12-6 PM	Exhibitors	Presidents Gallery
4-6 PM	Informal Introductory Sessions	
	Families who have suffered a loss	Forest
	SCA Survivors	Presidents III
	SCA Survivor Parents and Families	Presidents IV
6-7 PM	Cocktail Reception	Presidents Gallery
7 PM	Dinner	Ambassador Ballroom
	2024 Heroes for Young Hearts Awards Keynote Speaker	

Saturday, January 13

6 AM-10 PM	Quiet Room	Trinity Room
8AM -5 PM	Visit with Exhibitors	Presidents Gallery
7:30-8:30 AM	Breakfast	Presidents Gallery
7:30-8:30 AM	The Basics of SCA Over Breakfast Recommended for First-Time Attendees <i>Dr. Ronald Kanter - Director, Pediatric Electrophysiology Nicklaus Children's Hospital</i>	Forest Room
	<p>This session is a basic medical introduction to sudden cardiac arrest (SCA) and is recommended for all first-time attendees.</p>	
8:30-9:45 AM	Leading with your Strengths <i>Erica Marsh - The Travis Manion Foundation</i>	President I & II
	<p>Hands-on session to learn how to become the best versions of ourselves and empower others to reach their full potential, whatever their circumstances may be. This session is an opportunity to learn skills that will help you grow and thrive as leaders in your foundations and in life.</p>	
9:45-10:15 AM	Every Child, Every Heart <i>Andrea Baer/Martha Lopez Anderson/Maureen Legg - Parent Heart Watch</i>	President I & II
	<p>This is an invitation to engage more fully in our national movement to protect young hearts with an overview of campaigns and initiatives you can be a part of.</p>	
10:15-10:30 AM	Break	
10:30-11:15 AM	Every Child? Updates and Innovations in Screenings <i>Salim F. Idriss, MD, PhD - Electrophysiologist, Pediatric Cardiologist Duke Children's Hospital, Cardiac Safety Research Consortium</i>	President I & II
	<p>Initial data from The National Cardiac Screening Warehouse Pilot Study that debuted at the Heart Rhythm Society in 2023 coupled with key message points from this weekend's SCA Pediatric Think Tank provides an insider's look at ongoing efforts to inform national standards of care for early detection screening.</p>	
11:15 - 12:00 PM	Every Heart? Changing the Landscape of Bystander Action <i>TBD</i>	President I & II
	<p>With a minority of SCA victims receiving bystander CPR/AED intervention, this session spotlights programs around the country focused on elevating immediate action for witnessed cardiac arrests.</p>	
12:00- 12:15 PM	Group Photo	

12:15- 1:15 PM	Networking Lunch	Terrace
1:15- 2:00 PM	<p>Leveling the Playing Field: Smart Heart Sports Coalition <i>Kenneth Edmunds Vice President Government Relations & Public Policy National Football League</i> <i>Rebecca Stearns, PhD, ATC - Chief Operating Officer at Korey Stringer Institute, University of Connecticut</i> <i>Martha Lopez-Anderson – Director of Advocacy, Parent Heart Watch</i></p> <p>Learn more about the game plan for this initiative to engage state legislatures in establishing better prevention health and safety protocol for our young athletes and how you can be part of its success.</p>	President I & II
2:00- 2:45 PM	<p>Expert Panel Q & A</p> <p>Join our panel discussion with medical experts by submitting questions in advance on best practices for primary and secondary sudden cardiac arrest prevention.</p>	President I & II
2:45- 3:00 PM	Break	
3:00- 4:00 PM	<p>Building Your Playbook: MemberShare Lightning Rounds <i>Matthew Mangine, Matthew Mangine, Jr. Foundation</i> The impact their “One Shot” program has had on educating parents, coaches, and athletes about the importance of properly executed emergency action plans.</p> <p><i>Jennifer Sarmento, CA Youth Heart Coalition</i> An overview of how California foundations came together to support SCA prevention and advocacy initiatives.</p> <p><i>Teresa Mago, Zac Mago Foundation</i> How the Zac Mago Foundation partnered with Parent Heart Watch to achieve its prevention objectives in Indiana.</p>	President I & II
4:00- 5:00 PM	<p>Industry Panel <i>Innovations from industry partners</i></p>	Presidents I & II
6:00- 7:30 PM	Dinner	Presidents II, III, & IV
7:30- 8:00 PM	Honoring PHW Kids	Terrace
8:00- 11:00 PM	<p>Casino Night & Silent Auction</p> <p><i>Tailgate Casino Night: Wear your favorite College team apparel and join us for a fun evening of music, games, and friends. AmFund Trips of a Lifetime silent auction and raffle to benefit Parent Heart Watch.</i></p>	Ambassador Ballroom

Sunday, January 14

7:00 AM - 2:00 PM	Quiet Room	Trinity Room
7:30 - 8:30 AM	Breakfast	Presidents Gallery
8:00 -12:00 PM	Visit with Exhibitors	Presidents Gallery
8:30 - 9:15 AM	Coaches Corner: CPR/AED Training for Success <i>Spencer Stelljes-Sales Director - Southern US American Red Cross</i> <i>John Cobb - Coastal Emergency Medical Skills</i>	Presidents I & II
	Learn effective teaching techniques to elicit heightened engagement and CPR/AED delivery impact from both trainers and bystanders.	
9:15- 10:00 AM	Building your Fan Club: Marketing for Success <i>Melissa Russom - Communications Strategist</i>	Presidents I & II
	Studies estimate that social media has become a pervasive influencer to billions of people. Take advantage of these tips to use various platforms to engage local and regional audiences in your cause.	
10:00- 10:45 AM	All the Right Gear: AED Placement and Cardiac Emergency Response Plans <i>Dr. Comilla Sasson, MD, PhD, FAHA, FACEP, VP, Health Science, American Heart Association</i>	Presidents I & II
	The Cardiac Emergency Response Plan for Schools working group has reconvened, with PHW again taking part. Get a sneak peek of the updates and intentions to emphasize the importance of AEDs where youth congregate.	
10:45 - 11:00 AM	Break	
11:00- 12:00 PM	Around the League: MemberShare Roundtables	
	Fundraising	Presidents I & II
	Advocacy	Allen/McGee/Page
	CPR/AED	Presidents III & IV
	Screenings	Forest Room
12:00- 1:30 PM	Networking Lunch	Ambassador Duke
1:30- 2:30 PM	The Extra Inning: Taking Home the Win <i>Andrea Baer, Martha Lopez-Anderson, Maureen Legg</i> <i>Parent Heart Watch</i>	Presidents I & II