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Project ADAM® SAVES LIVES

Project ADAM® is a not-for-profit program of Herma Heart Center at Children's Hospital of Wisconsin and its affiliate programs around the nation.



Children's
Hospital of Wisconsin
Herma Heart Center

Winter 2015 In This Issue

[Happy Heart Month](#)

[About: Project ADAM](#)

[Project ADAM Medical Directors](#)

[SCA Poster Contest](#)

[Positive Stories](#)

[Young Lives Affected by SCA](#)

[Project ADAM Updates](#)



www.ProjectADAM.com

Happy Heart Month!

To all our Project ADAM schools and supporters from Texas, Alabama, Georgia, Florida and Tennessee all the way up to Pennsylvania, Wisconsin, Michigan, Washington and California, Project ADAM thanks you, and wishes you a Happy and Healthy Heart Month!

If you know people who could benefit from Project ADAM in their state, please contact projectadam@chw.org.

About Our Program

Project ADAM (Automated Defibrillators in Adam's Memory) began in 1999 after a series of sudden deaths among high school athletes in southeastern Wisconsin. Many of these deaths appear due to ventricular fibrillation, a condition in which the ventricles cannot pump blood into the body.

After Adam Lemel, a 17-year-old Whitefish Bay, Wis. high school student, collapsed and died while playing basketball, Adam's parents, Patty and Joe Lemel, along with David Ellis, a childhood friend of Adam's, collaborated with Children's Hospital of Wisconsin to create this program in Adam's memory.

The project helps schools in Wisconsin and across the nation implement programs to make AEDs available. Our programs accomplish this by supporting schools in being prepared for a cardiac emergency through implementation of cardiac emergency response plans, staff CPR and AED training, student CPR education, fundraising ideas, and support and sudden cardiac arrest awareness education.

Project ADAM's nationally recognized program has affiliate programs in 10 additional states outside of Wisconsin. Hospital systems around the nation have adopted the Project ADAM model in which a medical director and coordinator team collaborate with surrounding schools, communities and organizations to offer life saving cardiac emergency response planning resources. Collaborative national efforts are responsible for saving 94 lives to date, because staff or students responded to SCA with appropriate and timely actions.

[Project ADAM medical directors](#)

Note from Monica Goble, MD, medical director, Project ADAM Michigan, University of Michigan Lansing Pediatric Cardiology

Many of us strive for greater efficiency in our professional and perhaps even in our personal lives. With this in mind, advocating for school preparedness for SCA by partnering with existing groups can be especially rewarding. Parents, coaches, athletic trainers, school nurses and teachers in our communities may be working toward SCA preparedness with individual school districts and with broader organizations such as parent-teacher, state athletic or school nurses' associations. However, as office- or hospital-based health care providers, we often don't have close ties with schools around this issue. Then, after being involved in the care of a SCA patient we may wonder how to address inconsistencies associated with an unfortunate outcome or how to recognize outstanding efforts resulting in a save.



In Michigan, the state health department, known as the Michigan Department of Community Health (MDCH), provides a vital link between those wanting to increase SCA awareness and preparedness and Michigan schools. Since its inception in 2013, our Project ADAM Michigan affiliate, based in the University of Michigan Congenital Heart Center, has been closely aligned with MDCH. An MDCH advisory committee, known as MAP-SCDY (Michigan Alliance for the Prevention of Sudden Cardiac Death in the Young), meets quarterly, bringing families, state employees and varied professionals to the table. In 2014, Project ADAM Michigan partnered with MDCH through this alliance to launch the MDCH MI HEARTSafe Schools program. In its first annual cycle 40 schools across Michigan were recognized last May by MDCH - for being prepared to respond to cardiac emergencies. In the legislative arena, Project ADAM Michigan partnered with the Michigan chapter of the American Heart Association (AHA) to successfully advocate for Public Act 12 of 2014, requiring schools (kindergarten to 12th grade) to have cardiac emergency response plans.

Partnering with our state health department and also with the Michigan chapters of the AHA and ACC has allowed Project ADAM Michigan to maximize its impact across the state in fiscally friendly and time-efficient ways. Each of the involved parties stands to benefit from continuing to build on the alliances and experiences of others, with the shared goal of making our schools safer for SCA victims.

www.med.umich.edu/mott/chc

Project ADAM Michigan - Saving lives in schools www.mottchildren.org/projectadam

Project ADAM and HeartSine Launch Poster Contest to Raise Awareness of Sudden Cardiac Arrest

Win a lifesaving AED for your school!

Create a poster that talks about one or more of these SCA topics:

- Symptoms of SCA
- Surviving SCA
- Preparing for SCA

What you'll win

Ten U.S. schools (elementary, middle and high school) each will be awarded a complete CPR/AED package that includes:

- HeartSine Samaritan PAD 350P AED with Carrying Case and Pad-Pak
- Wall Case
- CPR and AED training for up to 12 people

Deadline to enter is March 13, 2015.
Winners will be announced April 7, 2015.
Winning posters will be uploaded to
the [Project ADAM Facebook page](#).

[Download Guidelines and Rules.](#)



Positive stories from program affiliates

Alabama: Alabama LifeStart Celebrates 200th AED Donation

Based on a survey conducted in 2007 with the State of Alabama Department of Education, it was determined that there were more than 170 public high schools, junior highs and middle schools in Alabama that had no AEDs available on their campuses. A grant from Children's of Alabama funded a pilot program the following year in the state's Black Belt Region where there was a high concentration of schools lacking the devices. As a result, the University of Alabama at Birmingham (UAB) and Children's of Alabama established "Alabama LifeStart" as a statewide affiliate of Project ADAM in order to help provide AEDs and AED training to those schools in need.

Early financial support for the program was received from Blue Cross and Blue Shield of Alabama and Alabama Power Company. Additional support was soon received from individual donors, the business community, and Lord Wedgwood Charity.

By 2011 every public high school, junior high, and middle school in Alabama had at least one AED on campus. Since that time, Alabama LifeStart has focused on providing additional AEDs to private as well as public schools, and encouraging a higher level of AED student instruction in the classroom. In 2012, the program began publicly recognizing as "Heart-Safe Schools" those schools with nurses and administrators who demonstrated a commitment to AED staff awareness and classroom training for students. By the end of 2014, a total of 64 schools had received the award.

The goal of Alabama LifeStart is for all students who graduate from high school in Alabama to be able to respond quickly and efficiently to any cardiac emergency in their home or community. For more information about this Project ADAM affiliate, contact Cris Brown, Director at alabamalifestart@chsys.org, or go to <https://www.childrensal.org/alabama-lifestart-2131>

Pictured: Cornerstone Christian High School principal Jeremy Knowles (left) receives Alabama LifeStart's 200th AED donation from Drew Ferguson and Cris Brown.



Tennessee: Shock Factor, Anderson County educators save student's life with AED

Brittany Overton had been at school for about 15 minutes on Jan. 14, 2014. The Anderson County High School freshman was chatting with a friend when she suddenly fell to the ground in the courtyard. Her classmates, teachers and family didn't know it then, but Brittany's heart was in cardiac arrest.

"My heart went into an irregular beat," Brittany said. "I wasn't getting enough blood into my brain."

Luckily, staff members at her school had been trained to use an automated external defibrillator (AED)-two of them hung on the walls around the school at the time.

Travis Freeman, an assistant principal, was close to Brittany and did CPR with other school staff until Ben Downs, another assistant principal, retrieved an AED from a school hallway. Freeman's wife, April, who's a registered nurse and teacher at the school, gave Brittany two shocks with the machine. Her pulse returned.

Making our schools heart-safe

To increase awareness about sudden cardiac arrest in children and improve school staff's ability to respond to it, Children's Hospital has offered the Project ADAM Tennessee program since 2011. The initiative places automated external defibrillators (AEDs) in local schools, helps train and coordinate staff to prepare for emergencies and provides information about emergency best practices.

Schools that participate in Project ADAM Tennessee are offered support at no cost and are considered heart-safe upon completion of training. Since 2011, Children's Hospital has placed AEDs in more than 80 schools, with more on the way.

Read the full [here](#), and learn how Project ADAM Tennessee is working to make schools heart-safe.



Story by Cassidy Duckett, Photos by Michael Dayah

Wisconsin: Celebrate Life Foundation 3rd Annual Event

In January 2012, our lives changed forever when our 3-year-old daughter, Morgan, suffered a sudden cardiac arrest at Lambeau Field, as a result of a rare genetic heart disorder. Thanks to our



CPR training and a nearby AED, we were able to bring our little girl back to life, and we quickly realized how precious life truly is.

Over the next year, as we searched for the cause of her arrest, we learned of many children who did not have the same great outcome, because they did not have immediate access to an AED.

To help prevent future catastrophes for other children and their families, in 2013 our family created the Celebrate Life Foundation, not only to celebrate the anniversary of our daughter's "rebirth" but also to raise money for Project ADAM and Children's Hospital of Wisconsin.

For the past two years, we have held a celebration of life that has raised thousands of dollars to help establish and support CPR and AED programs in our local schools.

The 3rd Annual Celebrate Life Event was held on Feb. 8th, 2015, at Stadium View in Green Bay, right across from Lambeau Field. With the purpose of celebrating life, this year's family event was titled "A Frozen Winter Carnival." The celebration included fun carnival games for children and adults to enjoy, great food courtesy of Texas Roadhouse, and an appearance by two very special guests: Anna & Elsa!

This year's event was a tremendous success with nearly 500 attendees, and over \$4500 in donations raised for Project ADAM, with donations still rolling in!

Dr. Anoop K. Singh, medical director of Project ADAM, director of electrophysiology at Children's Hospital of Wisconsin, and Morgan's doctor, drove up with his daughter Sunita for the event. He gave a wonderful speech highlighting the true inspiration of the Frain family and Morgan, and the awareness around CPR and AEDs we will continue to build in schools.

Patrick and Susan Frain, Celebrate Life Foundation, Wisconsin

[Families celebrate life and fundraise for AED training](#)

<http://frainfamilychiropractic.com/celebrate-life-foundation.html>

Young lives affected by sudden cardiac arrest

Project ADAM is proud to have a relationship with Parent Heart Watch. Young lives are affected each day by sudden cardiac arrest and continuing to implement the chain of survival in our schools and communities is critical.

Sudden Cardiac Arrest & Death Headlines Jan. 1 - Feb. 11, 2015

Feb. 11, [Coaches honored for saving student: 'We just went into action'](#)

Feb. 5, [911 Dispatcher Breaks Rule To Save Life Of Dying Toddler](#)

Feb. 5, [Quick-thinking pair use AED to save life of 13-year-old athlete](#)

Feb. 5, [Plainfield Student Dies After Collapsing During Basketball Practice](#)

Feb. 3, [Donated Defibrillator Saves A Student's Life](#)

Feb. 3, [Justin Moss flourishing at Buffalo despite serious heart condition](#)

Feb. 2, [Frankenmuth mourns 13-year-old who collapsed at middle school and dies](#)

- Jan. 31, [Family's tribute to teenager who suffered cardiac arrest while jogging](#)
- Jan. 30, [Athletic trainer saves N. TX teen's life](#)
- Jan. 27, [Boy dies after collapsing in Delano gym class](#)
- Jan. 26, [Johns Hopkins mourns death of freshman lacrosse player](#)
- Jan. 20, [Nyack in mourning after death of 22-year-old student](#)
- Jan. 13, [The mysterious, sudden death of 12-year-old Grace Heitzig](#)
- Jan. 10, [College basketball saved player's life. literally](#)
- Jan. 8, [Battle Creek community finally gets answers months after teen girl's death](#)
- Jan. 7, [Roseville High School student-athlete dies from natural causes](#)
- Jan. 7, [Death during Ga. military training linked to cardiac issue](#)
- Jan. 3, [Basketball player's heart restarted during game in Walnut Creek](#)
- Jan. 3, [Cop, athletic trainer save 16-year-old who went into cardiac arrest](#)

*Additional news stories can be found at www.parentheartwatch.org under News

About Parent Heart Watch: Parent Heart Watch (PHW) is the national voice solely dedicated to protecting youth from Sudden Cardiac Arrest (SCA) and preventable Sudden Cardiac Death (SCD). PHW leads and empowers others by sharing information, educating and advocating for change.

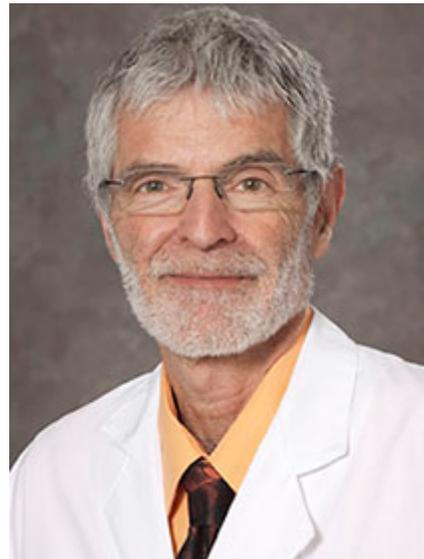
Project ADAM Updates

Project ADAM Sacramento announced

Project ADAM founding father Dr. Stuart Berger launches Project ADAM Sacramento.

Dr. Stuart Berger received his medical doctorate from the University of Wisconsin Medical School in Madison and completed his pediatric residency at the University of Chicago Wyler Children's Hospital and his fellowship in neonatology and pediatric cardiology at the University of Chicago. He is board certified in pediatrics and pediatric cardiology.

Berger has joined the faculty of the UC Davis School of Medicine, in Sacramento, Calif. as professor and vice-chair of the Department of Pediatrics and chief of the Division of Pediatric Cardiology.



Before joining the faculty, he was chief of pediatric cardiology and medical director of the Herma Heart Center at the Children's Hospital of Wisconsin, in Milwaukee, and professor of pediatrics at the Medical College of Wisconsin. Under his leadership, Children's Hospital of Wisconsin rose to become one of the top pediatric heart centers in the country, ranked #5 by *U.S. News & World Report* this year.

Berger's clinical and research interests include congenital heart disease in fetuses, neonates, infants, children and adults; pulmonary hypertension; heart failure in children; sudden cardiac death in youth; and the resuscitation of children and young adults.

His commitment to assist youth who suffer sudden cardiac arrest led him to found Project ADAM with Adam Lemel's family, while working at Children's Hospital of Wisconsin in 1999. Now, after more than 15 years and at least 94 lives saved, Dr. Berger's dedication to Project ADAM

continues. Dr. Berger is very excited to bring Project ADAM to California, where he now serves as the medical director for the newly developed affiliate, Project ADAM Sacramento.

Project ADAM Sacramento announces administrator, Amber Lindgren

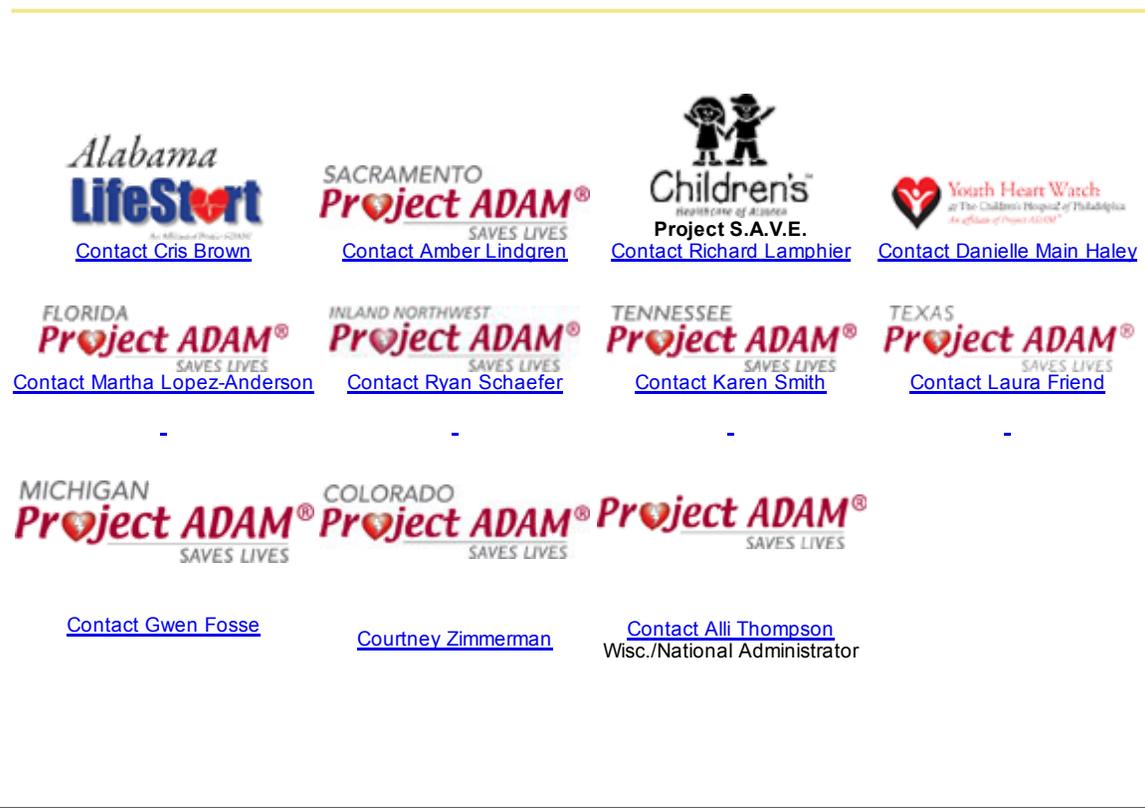
With a background in maternal child nursing, I was humbled by the opportunity to join the Pediatric Cardiology team at UC Davis Children's Hospital as a fetal cardiology outreach nurse. For the last year it has been a great honor to work alongside a dedicated group of professionals who provide holistic care to children and families affected by congenital and acquired heart disease. Each day I am motivated by the compassion, strength and determination of these individuals, with the children being my greatest inspiration.

Passion for helping families affected by CHD led me to help develop and serve as vice president of the Children's Heart Foundation, California Chapter, in 2014. Children's Heart Foundation (CHF) is a nonprofit organization exclusively dedicated to funding congenital heart disease research. Although having recently resigned, I can excitedly state the CHF California chapter is entering its second year with strong leadership and continued efforts to best serve the CHD population.

When Dr. Stuart Berger joined UC Davis Children's Hospital as our chief of Cardiology, he brought with him great enthusiasm for Project ADAM. Ignited by his fervor and inspired by the mission, I took action to stimulate community awareness about Project ADAM. Now, humbled and energized, I am privileged by the opportunity to serve as administrator for Project ADAM Sacramento.

With support of my colleagues, and my loving husband and daughter, Dustin and Audrey, I look forward to the journey of learning from and collaborating with Project ADAM National and Affiliates to help support the fight against sudden cardiac death in children.

Amber Lindgren, RN, BSN, administrator for Project ADAM Sacramento
amber.lindgren@ucdmc.ucdavis.edu



A grid of logos for Project ADAM affiliates across various states. Each logo includes the state name, the Project ADAM logo with 'SAVES LIVES' underneath, and a contact name with a blue underlined link. The logos are arranged in three rows: Row 1: Alabama LifeStart (Contact Cris Brown), Sacramento Project ADAM (Contact Amber Lindgren), Children's Project S.A.V.E. (Contact Richard Lamphier), Youth Heart Watch (Contact Danielle Main Haley). Row 2: Florida Project ADAM (Contact Martha Lopez-Anderson), Inland Northwest Project ADAM (Contact Ryan Schaefer), Tennessee Project ADAM (Contact Karen Smith), Texas Project ADAM (Contact Laura Friend). Row 3: Michigan Project ADAM (Contact Gwen Fosse), Colorado Project ADAM (Contact Courtney Zimmerman), Wisconsin/National Administrator Project ADAM (Contact Alli Thompson).

This email was sent to: projectadam@chw.org

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