



# Memorandum

**TO:** PUBLIC SAFETY, FINANCE, AND  
STRATEGIC SUPPORT COMMITTEE

**FROM:** Darryl Von Raesfeld

**SUBJECT:** HEART SAFE CITY INITIATIVE  
UPDATE

**DATE:** March 9, 2009

Approved

*Deanne Andre*

Date

*3/9/09*

## RECOMMENDATION

Staff recommends that City Council accept this update on the Heart Safe City Project (HSCP).

## BACKGROUND

In the Mayor's March 2007 Budget message, the City Manager was directed to develop a plan to meet the criteria for San José to become a Heart Safe City and present it to the Public Safety, Finance, and Strategic Support Committee.

Achieving Heart Safe City designation will require the development of specific strategies to strengthen each link in the American Heart Association's "Chain of Survival." There are four links which consist of:

- 911 system access
- Cardio-pulmonary resuscitation (CPR)
- Rapid defibrillation
- Advanced life support response (paramedics)

While the City of San Jose and Santa Clara County have been very successful in strengthening various links in the Chain of Survival, such as the 911 dispatch system and advanced life support (e.g., paramedics, hospitals, etc.), efforts to increase the number of people trained in CPR and the deployment of AEDs are areas requiring more attention. To increase the number of CPR training activities and AED deployments, a City-managed program, providing services directly (or thru a contractor) will assist organizations in establishing and maintaining their own AED program.

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This report provides an update of the Fire Department's efforts to identify options for developing public-private partnerships, strategic alliances, and funding opportunities, and to establish a City-managed program to support the Heart Safe City Project.

### **Heart Safe City Project Update**

In February 2009 a Program Manager was assigned, and is reporting to the Fire Chief's office. The first goal is to finalize the RFP to identify a vendor of choice with a negotiated sponsorship public/private agreement. The second goal is to utilize the \$25,000 grant awarded by the Health Trust Fund, to be used for public education in the areas of CPR and AED.

With this funding, HSCP intends to purchase CPR Anytime Kits, developed by the American Heart Association. These kits will be deployed in partnership with the following:

1. Developing a pilot program in, conjunction with Parks, Recreation, and Neighborhood Services (PRNS) to deliver the CPR Anytime course to the public. The training will be held at the Roosevelt Community Center.
2. The SNI program will identify a community group to provide training in CPR Anytime.
3. The Willow Glen Neighborhood Association has contacted the HSCP manager, and has volunteered to be the first neighborhood group to be trained by HSCP.
4. Identifying a school district, with the assistance of the City Manager's Office, to train in CPR Anytime. The target group is 7<sup>th</sup> and 9<sup>th</sup> graders.

HSCP is also applying for a FEMA Public Education grant to secure funding for community education materials.

### **PUBLIC AWARENESS**

The Mercury News re-published an article on February 22<sup>nd</sup>, which had first been published in the Willow Glen Resident, about the HSCP, and the benefits to the public.

The Willow Glen Neighborhood Association wrote a letter of support for the HSCP, addressed to Mayor Reed and Council Members; the City Manager and the Fire Chief also received copies of this letter, which was dated February 11, 2009.

If you have any questions regarding this update, please call Captain José Chavez at 277-8792.

  
DARRYL VON RAESFELD  
Fire Chief

