

I. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

Date September 19, 2018

Contact Information

Organization Name: Health Care Improvement Foundation	Executive Director Name: Kate Flynn
Address: 1801 Market Street, Suite 710 Philadelphia, PA 19103	Executive Director E-mail: kflynn@hcfonline.org
Phone: 215-563-2444	Board of Directors Chair: Steven Wray
Website: www.hcfonline.org, www.CPRReadyPHL.org	Primary Contact Name: Claudette Fonshell
Year Incorporated: 2003	E-mail: cfonshell@hcfonline.org

Has your nonprofit ever applied to the Community Foundation? Yes ___ No X Not Sure ___
 Has your nonprofit ever received funding from the Community Foundation? Yes ___ No X Not Sure ___
 ___X___ Donor Advised Fund(s) ___ Fund for Chester County ___ Don't know/Not sure

Field/s of Interest:

___ Arts, Culture & Humanities	___ Environment/Animal Welfare	___X___ Education
___X___ Health	___ Human Services	___ Religion

Organization Information:

Geographic Area Served: The Health Care Improvement Foundation (HCIF) serves the entire state of Pennsylvania, with most programming based in Southeastern Pennsylvania. CPR Ready, one of HCIF's signature projects, promotes and provides CPR (cardio-pulmonary resuscitation) and AED (automated electronic defibrillator) education in Bucks, Chester, Delaware, Montgomery and Philadelphia counties. CPR Ready is the focus of this grant request.

Describe Population Served and Annual Number of People Served: HCIF does not provide direct client services, but functions as a convener and project manager for multiple health improvement programs. CPR Ready trains nearly 45,000 people annually in hands-only CPR and AED use. CPR Ready primarily targets underserved populations, including low socioeconomic communities, Hispanics and Latinos, and the hearing impaired.

Mission: HCIF is an independent nonprofit organization that drives high-value health care through stakeholder collaboration and targeted quality improvement initiatives. CPR Ready's mission is to significantly increase bystander CPR and cardiac arrest survival rates in the 5-county southeastern Pennsylvania region.

Proposal Summary: HCIF requests funding for CPR Ready to expand CPR and AED awareness and education in Chester County. Classes will be led by CPR Ready's newest partner, Chester County EMS. CPR Ready will also publicize the PulsePoint phone app, which launched in Chester County in December 2017. The app alerts community members that someone nearby needs CPR and provides the location of the nearest AED.

Annual Budget (HCIF) \$2,183,000	<u>10</u> # of Full-Time Equivalent Paid Staff
<u>81</u> % of budget for program expenses	<u>19</u> # of Board Volunteers
<u>18</u> % of budget for administrative expenses	<u>N/A</u> # of Active Non-Board Volunteers
<u>1</u> % of budget for fundraising expenses	<u>N/A</u> # of Volunteer Hours

100 % total

Annual Budget (CPR Ready) \$ 57,000	<u> .5 </u> # of Full-Time Equivalent Paid Staff
<u> 81 </u> % of budget for program expenses	<u> 1 </u> # of Board Volunteers
<u> 18 </u> % of budget for administrative expenses	<u> 44 </u> # of Active Non-Board Volunteers
<u> 1 </u> % of budget for fundraising expenses	<u> 450 </u> # of Volunteer Hours
<i>100 % total</i>	

Top 3-5 funding sources: HCIF overall: Hospital & Healthsystem Association of Pennsylvania (\$231,164), Jefferson Health System (\$150,000), Amerisource Bergen Foundation (\$123,695).
CPR Ready: University of Pennsylvania Health System (\$30,000), Foundation for Delaware County (\$15,000), Independence Blue Cross (\$15,000)

Grant Amount Requested from the Community Foundation: \$7,500

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

1. Organization’s history, goals, key achievements and distinctiveness

History: Founded in 1980 as an affiliate of the Delaware Valley Healthcare Council, The Health Care Improvement Foundation (HCIF) has operated since 2003 as an independent 501(c)(3) organization. The Board of Directors comprises twenty Pennsylvania leaders representing health systems, health payers, the business community, the public health sector, and consumers. HCIF specializes in project management, group facilitation, strategy development, training and coaching, measurement and analytics, and program evaluation. HCIF’s approach engages multi-stakeholder resources to implement solutions that no market participant could achieve individually. Over the years, HCIF has expanded its activities to include population and community health projects in addition to its clinical quality and patient safety work. Early in 2016, HCIF met with multiple stakeholders in southeastern Pennsylvania to develop a plan to address low public awareness of CPR and AED use, evidenced by high rates of out-of-hospital cardiac arrest mortality in the region. In June 2016, HCIF launched CPR Ready with the following initial partners: American Heart Association, American Red Cross, Children’s Hospital of Philadelphia, CPR & AED Public Awareness & Training Network, Independence Blue Cross, Independence Blue Cross Foundation, Penn Medicine, Philadelphia Fire Department, and The School District of Philadelphia. Since then, partners have expanded to include The Foundation for Delaware County and Chester County EMS.

Goals: The vision of HCIF is to foster a responsive, coordinated health care community that fulfills the needs of patients and consumers, and achieves better health. CPR Ready supports this vision with the goal to significantly increase the number of people trained in hands-only CPR and AED use, in order to increase bystander CPR and cardiac arrest survival rates in southeastern Pennsylvania. CPR Ready is also working to incorporate CPR and AED education into the curricula of at least half the middle and high schools in the region.

Key Achievements: Since its launch in June 2016, CPR Ready has been recognized as a significant success. The program has trained over 88,000 people in hands-only CPR, distributed 130 AEDs to local schools, attracted 8 televised local news and radio broadcasts, and increased the bystander CPR Rate in Philadelphia from 14% to 18%.

Distinctiveness: CPR Ready is a unique regional initiative that was formed to unify and coordinate diverse stakeholders with an interest in promoting and expanding the use of hands-only CPR and the use of AEDs. Hands-only CPR is a lifesaving technique that is useful in many emergencies when someone’s heart stops beating. Unlike traditional CPR, hands-only CPR consists of chest compressions only, is easy to remember, and does not require mouth-to-mouth resuscitation, which is often a barrier to performing bystander CPR. Hands-only CPR has been found to be as effective as conventional CPR for cardiac arrests and can double or even triple a cardiac arrest victim's chance of survival.¹ CPR Ready brings together stakeholders with various strengths, such as community relations, CPR instruction, public health data, expertise in heart safe school initiatives, and media and public relations, to leverage resources and increase impact. CPR Ready incorporates lessons learned from similar programs implemented in only two other regions (King County, Washington and the state of Arizona).

2. Funding request

Description of key initiatives: CPR Ready’s initial focus has been concentrated in Philadelphia and Delaware County, due to partner priorities and identified needs. With the addition of Chester County EMS as a partner in July 2018, CPR Ready hopes to expand its reach in Chester County. With instruction led by Chester County EMS, CPR Ready will provide free hands-only CPR and AED education at large public events and offer targeted training to community organizations that serve low socioeconomic populations.

CPR Ready specializes in offering CPR instruction at community events, health fairs, and outdoor festivals. Based on past experience, effective training can be performed in about 5 minutes, and allows for training 100 or more people per public event. With the requested funding, CPR Ready will commit to organize training for at least two (2) large public events, and in addition will partner with at least two (2) Chester County-based organizations that serve minority and low socioeconomic communities to offer classes to the populations they serve. In addition, CPR training kits, which include instructional DVD in English and Spanish and one manikin, are available to distribute to motivated individuals interested in training additional community members. These kits allow for a train-the-trainer model, exponentially increasing the impact. Overall, CPR Ready expects to train 400 – 500 Chester County residents in hands-only CPR and AED use.

In November 2017, Chester County EMS launched PulsePoint, www.pulsepoint.org, a lifesaving free mobile phone app that notifies those who have downloaded the app that someone nearby in a public venue has suffered cardiac arrest and needs CPR. PulsePoint can also alert people to the closest AED, but the effectiveness of PulsePoint’s AED map depends on individuals submitting AED locations. Training events will be used as an opportunity to spread awareness about PulsePoint and help people download the app at the conclusion of each training. As of July 31, 2018, only 5,350 Chester County residents have downloaded PulsePoint, so there is significant room for growth.

Specific needs and issues to be addressed:

Sudden death from cardiac arrest is an often overlooked health issue. Cardiac arrest can happen to anyone, including those who are physically active and presumably in good health. It strikes both males and females, regardless of age. Racial and ethnic disparities, however, do exist. The age-

¹ Nagao, K. Chest Compression-only Cardiocerebral Resuscitation. Current Opinions in Critical Care. June 2009. Volume 15 Issue 3.

adjusted incidence per 10,000 adults is 10.1 among blacks, 6.5 among Hispanics, and 5.8 among whites.² According to the American Heart Association, 70% of Americans feel helpless to act during a cardiac emergency because they don't know how to properly administer CPR or they're afraid of hurting the victim.³ A recent study published in the New England Journal of Medicine found that cardiac arrest victims receiving bystander CPR and defibrillation were associated with significantly lower risks of brain damage, nursing home admission, and death than those that did not receive bystander CPR. One year after cardiac arrest, victims that received CPR/AED resuscitation had improved functional outcomes compared to those who survived without bystander help.⁴

The American Heart Association estimates that 360,000 cases of out-of-hospital cardiac arrest occur each year. In 2017 (most recent data available), 290 cases of out-of-hospital cardiac arrest occurred in Chester County. The number of cardiac arrests in Chester County has increased steadily each year since 2013, suggesting its prevalence may exceed 300 cases in 2018. Currently, the bystander CPR rate in Chester County is 35%, which is less than the national average of 40%, and is the third lowest rate among counties in southeastern Pennsylvania. Our goal is to increase this bystander CPR rate, which will undoubtedly raise the current survival rate of 38%.⁵

Why it is important to fund this now:

The lower than average use of CPR in Chester County and the preventable deaths from cardiac arrest that result demonstrate a compelling case for a focused effort. CPR Ready will empower Chester County residents, especially those in disadvantaged neighborhoods, to appropriately respond to cardiac arrest and save the lives of family, friends, and neighbors.

The recent launch of the PulsePoint app in November 2017 reinforces the timing to fund this initiative. In order for this lifesaving app to reach its potential in the community, residents need to know of its existence and download the app on their phones. CPR Ready will work with Chester County EMS to ensure the public knows how to perform hands-only CPR and that PulsePoint is a free resource the community can utilize.

3. How impact and results will be demonstrated

CPR Ready will measure the number of people trained through an online tracking tool. Additional measurement will be enabled by the CARES Registry, managed by CPR Ready partner Penn Medicine, which collects information such as the number of cardiac arrests, bystander CPR rates, and cardiac arrest survival rates. Using Chester County EMS' resources, CPR Ready can determine the number of people that have downloaded the PulsePoint app.

All events and the number of people trained at each event will be publicized on the Health Care Improvement Foundation (HCIF) website, HCIF monthly e-newsletter, and HCIF Twitter and Facebook accounts. The Chester County Community Foundation will be acknowledged on all communications related to grant-funded activities.

² Roger VL, et al. Heart disease and stroke statistics-2012 update: A report from the AHA. *Circulation*. 2012;125(1):188-197.

³ American Heart Association. <http://cprblog.heart.org/cpr-statistics/>

⁴ *New England Journal of Medicine* 2017; 376:1737-1747

⁵ Cardiac Arrest Registry to Enhance Survival (CARES)

III. ATTACHMENTS

E-mail or mail this support information

1. Copy of 501 (c) (3) federal tax-exempt letter
2. List of Board of Directors, with their affiliations
3. Most recent annual report and financial statement, audited if available
4. Itemized organizational operating budget with actual results for prior fiscal year and current fiscal year to date
5. If capacity building initiative, itemized budget (including external consultant's proposal, if applicable)
6. Current strategic plan. If your nonprofit does not have a current strategic plan, explain why.

If Philanthropy Network of Greater Philadelphia's Common Grant Application is used, the Community Foundation's Summary Sheet MUST accompany application. Available at www.chescocf.org

E-mail completed proposals to grants@chescocf.org

Please contact Kevin Baffa or Beth Harper Briglia at (610) 696-8211 or grants@chescocf.org if you have any questions. Thank you.

Chester County
COMMUNITY FOUNDATION
*Connecting people who care with causes that matter,
so their legacies make a difference.*