

## ***QUOTA CARES MONTH SUCCESS FORM***

APR 18 2005

### **Club Information:**

Quota International of Morgantown, Inc.

District: One Country: USA

Members: 26

Sudden cardiac death at any age is a tragedy. However, when the victim is a child the tragic loss of the young life seems so senseless. And as many as 7,000 children die from sudden cardiac arrest (SCA) each year. In addition the American Heart Association reports that more than 930 adults die every day from SCA. Research has shown that few attempts at resuscitation succeed after 10 minutes. Our club resides in rural West Virginia where EMS response time is more than 10 minutes. Unfortunately, our community was not equipped to handle these life-threatening emergencies. Specifically we did not have automated external defibrillators (AEDs) in the community. AEDs provide the gift of life by restoring the heart's normal rhythm. We know that every minute counts, and that the survival rate can increase from 5% to 74% with the use of AEDs. Having AEDs within easy reach of coaches, nurses, school administrators, custodial staff, area park employees, police, courthouse employees, and city officials can mean the difference of life and death. So the club decided to purchase AEDs for our area schools, and as well as public venues. We placed 20 AEDs throughout our community. All area high schools and middle schools received a device along with elementary schools that have after school programs. This accounted for 13 devices. We also presented 3 units with our Board of Parks and recreation Commission. The City Commission placed one at the Morgantown Senior Center and the other two were located at two of our City parks with adjoining public swimming pools. Mylan Park, a non-profit recreational center that houses "Field of Dreams" for disabled children, also received a unit. In addition devices were also housed at the Monongalia County Courthouse, Morgantown City Municipal Building, and the Monongalia County Magistrate Court facility.

Seeing as the AEDs were discovered to be so costly, our Committee approached our local Medical Center, West Virginia University Hospital (WVUH) for assistance. The Director of Cardiac Services was able to obtain a purchasing agreement with the Medtronic Company to obtain each device for \$1,175. The devices normally retail for

\$2,400. With the assistance of WVUH it was decided that the AED program should also include:

- Provision of medical direction;
- training on how to use the device (i.e. CPR/AED following the American Heart Association Educational Program); registration of the devices with our Regional and Local Emergency Medical Services;
- and Manuals for each device which included Early Defibrillation Program Registration Guidelines from the State of West Virginia, record keeping responsibilities.

Alan Lindamood, a past president of our local club, was serving on the We Care Committee and was very excited about providing our community, especially our children, with this life saving technology. Alan became unexpectedly ill and passed away suddenly to the shock of our club and community. His family asked that in lieu of flowers, donations in his honor be sent to our We Care Project. Suddenly our *We Care Project* took on a whole new meaning for our club members and the community as well. Through private donations in Alan's honor, and donations through corporate sponsorship, as well as on our own club, we were able to raise to date \$16,000. We have additional funding that has been secured through the schools partners in education program and we are expecting to receive an additional \$6,500 to complete the total amount raised to \$22,500. The AEDs are actually worth \$48K.

The AEDs were presented to the schools and public venues at a reception on March 29, 2005. The community at large was invited to the event, and presentations were made to the community. Our Club President welcomed attendees and thanked them for their generosity; our East Area Director enlightened the group about Quota International and the many projects and programs we offer; our We Care Committee Chair spoke about the specifics of the "Quota Cares Month Program", and the Director WVUH Cardiac Services detailed the project from the partnership aspect. Robyn Lindamood, member and wife of the late Alan Lindamood, thanked the community and Quota members for their support and dedication to a project that was very important to Alan. Dr. Janice Christopher, Assistant Superintendent of schools, spoke on behalf of the 9 public schools that received units; she was impressed with the commitment of Quota and looked to working with our organization in the future. Mayor Ron Justice delivered a community response and thanked Quota for their continued efforts in providing such outstanding service to the greater Morgantown area. In attendance to accept the devices were; County Magistrate Mike Roberts, Chief Circuit Judge Russell Clawges, Mayor Justice, School Board members, School Nurses and Principals, and the local Park Directors. The reception has in attendance in excess of 75 community leaders.

**Question Two: Recruitment activities.**

The activity brought Quota and our service to the forefront. As a result we were approached by a private High School to direct service activities for their students. We will be working this summer to set up guidelines to establish a branch for their students. We have received calls about membership and have at least 3 people attending our upcoming meeting. Since the project occurred late in March we are still working on the recruitment aspect of the project. But we are very hopeful and excited about the prospect of adding a branch to our 79 year old club.

**Question Three: Public Relations.**

Quota and WVUH made an appearance on our local radio talk show to promote the project. The event was covered by the local media and articles and a picture appeared in the paper following our presentation event. WVUH and their counterpart University Health Associates posted information regarding the project on their web page. In addition, the event was featured on local TV news broadcast and local radio news briefs for days prior to the actual presentation. A press release was issued by the hospital to all local and state media; Thank-you letters were sent out to all contributors to the project on Quota Letterhead, as were the letters to the schools partners in education donation requests.

The chair of the Quota Care Project spoke before the area school principals and vice-principals at their monthly meeting at the School Board Office. In addition conference calls were held with the director of the county's 911 center, the medical director of the county's Emergency Medical Service System, and the Regional Director of Emergency Services. The Mayor of Morgantown took one of the devices to the Town Council Meeting to show everyone what an AED was, how they work, and most importantly who donated the devices to the city and county. These city council meetings are televised on the local television and are viewed by thousands of people. The word Quota and what we did for the community was the topic of conversation everywhere in our community. Please see attachments

**Question Four: Benefit**

The project resulted in the complete participation by all of our members. We worked closely on the project through organizing the reception, collecting contributions, sending thank-you letters, soliciting funding, corresponding with local and regional emergency officials, and speaking to school board officials, school nurses, coaches, physical education teachers, and principals, and the list goes on. It was a difficult time for our club with the passing of such a wonderful Quotarian and Friend, however, this brought hope and purpose to us during our time of sorrow. We had 100% participation within all club, everyone participated and the reception was a real celebration of what we can provide for our community, *the gift of life*.