

WIN a LiFESAViNG Automated External Defibrillator (AED) for your school!

Sudden Cardiac Arrest (SCA)
Deadline to enter March 13, 2015

Create a rad poster! Raise awareness about surviving

CREATE A POSTER that talks about one or more of these SCA topics:

- **Symptoms of SCA:** Fainting or sudden collapse, seizure like activity, chest pain or shortness of breath during exercise, no pulse, no breathing, loss of consciousness.
- **Surviving SCA:** To survive, victims must receive immediate CPR to increase the blood flow to the heart and brain, along with an electrical shock from an AED to stop the abnormal heart rhythm.
- **Preparing for SCA:** Obtain CPR training and place AED on school grounds.

WHO CAN ENTER?

- The contest is open to all U.S. elementary, middle and high schools. Each poster must be created entirely by the students without any assistance. Schools should encourage all students to participate and select one poster for submission.
- Posters will be judged on:
 - > School teamwork
 - > Design originality
 - > Visual appeal
 - > SCA awareness message clarity

WHAT YOU'LL WIN

Ten 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

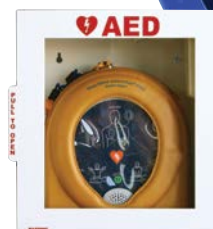
Winners will be announced April 7, 2015. Winning posters will be uploaded to the Project ADAM Facebook page (www.facebook.com/SupportProjectADAM).

HOW TO ENTER

- Entries should be scanned/photographed and emailed as a hi-res jpg or pdf file to projectadam@chw.org.
- Deadline to enter is March 13, 2015. For complete rules and guidelines: [Project ADAM SCA Poster Contest](#)



HeartSine®
Inventor. Innovator. Lifesaver.



University of Michigan
C.S. Mott Children's Hospital

Sudden Cardiac Arrest (SCA)

POSTER CONTEST

Project ADAM
SAVES LIVES

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- **Surviving SCA:** To survive, victims must receive immediate CPR to increase the blood flow to the heart and brain, along with an electrical shock from an AED to stop the abnormal heart rhythm.
- **Preparing for SCA:** Obtain CPR training and place AED on school grounds.

Original artwork must be created only by students attending the school, must not have been previously submitted to any other contest, and must not violate any third party copyright or trademark rights. Students should not sign the poster, or otherwise put any identifying marks on the poster. The poster must not contain the Project ADAM or HeartSine® logos. Any identifying marks or logos will be removed before posting.

WHO CAN ENTER?

- The contest is open to all U.S. elementary, middle and high schools.
- Each poster must be created entirely by the students attending the school, without any assistance. Schools should encourage all students to participate and select one poster for submission.

JUDGING CRITERIA

- Posters will be judged on:
 - > **School teamwork**
 - > **Design originality**
 - > **Visual appeal**
 - > **SCA awareness message clarity**

HOW TO ENTER

Entries should be scanned/photographed and emailed as a hi-res jpg or pdf file to projectadam@chw.org. A completed entry form should accompany the submission.

DEADLINE FOR ENTRIES

Posters can be submitted from January 15 through March 13, 2015. **The deadline to enter is March 13, 2015.** Posters submitted after the deadline will not be accepted. Winners will be announced April 7, 2015.

PRIZES

Ten public schools 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

CONTEST QUESTIONS

All questions about the contest should be submitted in writing to projectadam@chw.org.

LEGAL INFORMATION

By submitting a poster to the contest, each school acknowledges acceptance of the contest rules, confirms the school and students' eligibility to participate in the content, and acknowledges the agreement to be bound by the contest rules.

By submitting a poster, the school and participating students release all rights to the artwork, and provide Project ADAM and HeartSine Technologies rights to use the artwork in marketing and other material.

FOR EDUCATORS

This poster contest is intended to raise awareness of SCA (sudden cardiac arrest), which is a condition in which the heart suddenly and unexpectedly stops beating. If this happens, blood stops flowing to the brain and other vital organs. Most people who have an SCA die from it—often within minutes, though rapid treatment can be lifesaving. SCA warning signs and symptoms include fainting, sudden collapse, difficulty breathing, chest pain, dizziness, seizure like activity and abnormal racing heart rate. SCA can happen in people who appear healthy and have no known heart disease or other risk factors.

To survive, sudden cardiac arrest victims must receive immediate CPR to increase the blood flow to the heart and brain, along with an electrical shock from a defibrillator to stop the abnormal heart rhythm. For every minute without lifesaving CPR and defibrillation, chances of survival decrease by up to 10%, so immediate access to CPR and an AED are crucial. Only an estimated 8% of victims who suffer sudden cardiac arrest outside of a hospital setting survive, as reported by the AHA.

Programs that help schools implement CPR and AED use are successful and lead to higher survival rates for sudden cardiac arrests occurring on school grounds. With an

estimated 20 percent of the U.S. population (adults and children) spending time in a school each week, schools are a strategic location for sudden cardiac arrest prevention programs.

Additional information is available at www.projectadam.com.

PROJECT ADAM VENDOR NEUTRALITY STATEMENT

Project ADAM (automated defibrillators in Adam's memory) maintains a vendor neutral policy. Participation in this poster contest shall not be construed to indicate or imply an endorsement or preference by Project ADAM for any AED brand or model.



Sudden Cardiac Arrest (SCA) POSTER CONTEST

School Name: _____

School Address: _____
Street City State Zip

Contact Name: _____ Contact Phone: _____

Contact Email: _____

Type of School: ☐ Elementary ☐ Middle School/Jr. High ☐ High School Grade Levels: _____

Name/Grade Level of Student Who Created the Poster: _____