



March 2017

*Neighbors Helping Neighbors...*

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### Next Meeting Dates:

**General Meeting:**  
March 8 - Topic:  
Surrounding's Awareness -  
Chief Margueritte Hickman

**Leadership Meeting:**  
NO Planned Leadership  
Meeting in March



## PulsePoint

Last year, Emergency Communications of Southern Oregon (ECSO), the 9-1-1 dispatch center serving Jackson County, received more than 100,000 9-1-1 calls. Of these calls, more than a quarter (25%) were EMS-related; hundreds of which were specifically for heart-related symptoms and cardiac arrests.

Cardiac arrest is a leading cause of death in the United States. The American Heart Association estimates that effective bystander-initiated CPR and AED (automated external defibrillator) use provided immediately after cardiac arrest can double or triple a person's chance of survival. "When someone suffers a sudden cardiac arrest, the heart stops beating without any warning so time is critical," according to local physician Dr. Brian Gross.

Dr. Gross and Dr. Paul Rostykus have been pioneers in obtaining buy-in from local response agencies to partner in utilizing the PulsePoint app and technology to improve a person's chance of surviving sudden cardiac arrest. PulsePoint is being integrated into Jackson County's 9-1-1 emergency system. PulsePoint can immediately alerts CPR-trained bystanders when a cardiac arrest is happening in a public place if they are nearby and indicated a willingness to respond and help if alerted when signing up for the app. Examples of public places include grocery and department stores, theaters, restaurants, libraries and other civic settings, and gyms or workout facilities.

"The PulsePoint app is like an Amber Alert for sudden cardiac arrest victims," said Margie Moulin, director of ECSO. "It uses location-based technology to alert citizens to a sudden cardiac arrest in their immediate vicinity." The app also notifies users of the closest available AED.

When a cardiac arrest requiring an AED or CPR is reported to 9-1-1, citizen users of the PulsePoint app and trained EMS professionals simultaneously receive a notification of the emergency, thereby increasing a person's chance of survival by directly alerting people who are CPR-trained and who are in the vicinity (maybe in a business next door). PulsePoint users can begin CPR until EMS response arrives on-scene thus decreasing response time and increasing survivability.

The app gives you the option of following more than one fire agency if you live in and / or work in separate locations frequently. PulsePoint has other unique features allowing you to see other types of responses from various agencies including CERT. For the purposes of combating cardiac arrest survivor rates, the app only alerts users when they are within a quarter of a mile from the patient.



## PulsePoint ...continued...

Bringing PulsePoint to the citizens of Jackson County has been a community-wide effort. Project partners include Applegate Fire, Asante, Ashland Fire & Rescue, ECSO, Evans Valley Fire, Fire District 3, Fire District 4, Fire District 5, Greensprings Fire, Jackson County Health & Human Services, Jacksonville Fire, Medford Airport Fire, Medford Fire-Rescue, Mercy Flights, Prospect Fire, Providence Medford Medical Center, Rogue River Fire, Brian Gross, MD, and Paul Rostykus, MD.

Jackson County joins seven other Oregon counties that have launched PulsePoint in their communities, including Clackamas, Deschutes, Lincoln, Marion, Multnomah, Polk and Washington counties.

Everyone should know CPR because everyone has a heart.

## Training Opportunity

**Disaster Psychology - Vulnerable Populations - Saturday, March 25 | 9am - 4pm** - This training will increase awareness of vulnerable populations, and build skills for responding to their special needs. People with disabilities, mental illness, the elderly and children and others with functional limitations will be considered, with special attention to needs in Southern Oregon.

**FREE CPR Night - Monday, March 27 | 6pm - 8pm** – This is the American Heart Association's Family and Friends version. It takes roughly two hours to complete. The course covers the new 2015 standards for saving a life. Non-certification.

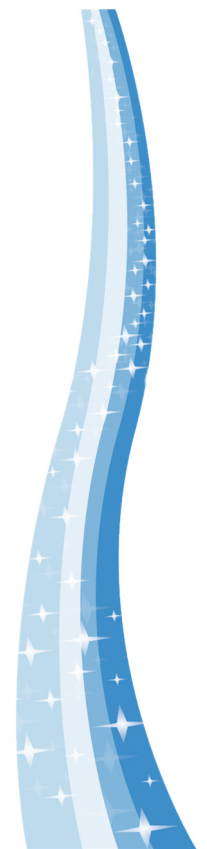
## Member Birthdays this Month

Kirk Austbo  
Chris Del Monaco  
Ellen Downes  
Melanie Dupuis  
Mary Jo Ferguson  
Andrea Freewater  
Gregg Gassman  
Mark Herrett  
Lester Ingber  
Soren Moritz  
Madison Sandreth  
Maureen Slack  
David Thruston  
Greg Thweatt



## Member Anniversaries

Dan Milan - 2002 March  
Martin Haas - 2004 March  
Becky Laursen - 2004 March  
Eric Laursen - 2004 March  
Kendal Casteel - 2005 March  
Phil Hutchings - 2006 March  
Jeff Golden - 2006 March  
Tej Steiner - 2006 March  
Katherine Brafford - 2011 March  
Gregg Gassman - 2011 March  
Richard Gonzales - 2011 March  
Aaron Hettman - 2011 March  
O'Neal Edward Latimore - 2011 March  
Jeune Mortenson - 2011 March  
Rob Parks - 2011 March  
Vicki Purslow - 2011 March  
Bennie Williams - 2011 March  
Mark Herrett - 2012 March



## Smoke Detectors Protect Against Home Fire Deaths

Forty-eight people died from fires in New York City last year, the fewest at any point in more than a century, according to New York Mayor Bill de Blasio. The decline was attributed, by officials, to a combination of initiatives undertaken by the Fire Department, including improved response times, fire inspections, a program to hand out smoke alarms and expanded fire education programs.

The National Fire Protection Association reported 2,650 home fire deaths in the U.S. last year. Last year's annual death rate is roughly average when looking at the past 10 years declining from an average of 3,000 home fire deaths the previous decade, and 4,500 the decade prior. The total annual injuries reported were at the lowest rate since data has been collected. Only 11,075 injuries were reported in 2015 from home fires.

The US Fire Administration reported 24 deaths in New York already this year as compared to 11 in California and 8 in Oregon. They report over 440 home fire fatalities have

occurred in the U.S. this year already; however many of those causes are still under investigation. Last year there were 36 deaths in California associated with one incident at a warehouse which gained national attention given the many violations the owners had not complied with.

Reports most frequently show smoking, electrical malfunction, and cooking as the cause noting that most frequently these fires are in homes which have non-working smoke detectors and / or absent of smoke detectors. Three of every five home fire deaths resulted from fires in homes with no smoke alarms (38%) or no working smoke alarms (21%). In fires where smoke detectors were present, but did not operate, nearly half were found to have missing or disconnected batteries. Dead batteries, however, attributed to nearly 25% of smoke alarm failures. Working smoke detectors continue to be the leading consumer safety mechanism against home fires aside from sprinkler systems which are 99% effective when coupled with smoke detectors.



## AHA Basic Life Support Certification Course

Basic Life Support (BLS) is intended for Healthcare providers and other students seeking training and certification in CPR. This course teaches critical concepts of high quality CPR, use of an automated external defibrillator, and relief choking for victims of all ages.

The cost for this course is \$55, which includes a student study book and card\*. The class takes approximately 4.5-5 hours to complete. All fees must be prepaid prior to the class date to confirm reservation. Please register early to reserve your space.

**When: March 18, 2017**

**Where: Ashland Fire Station 2**

**Time: 9am-2pm**

**Cost: \$55**

\*Upon successful completion, students will receive an American Heart Association BLS for Healthcare Providers Course Completion Card that is valid for two years.

**Registration is first-come, first-served according to when class fees are paid.** Classes are typically limited to 8 people. Participants may register by mailing a check or by paying in person 8 AM - 4 PM Monday - Friday at Station 1, 455 Siskiyou Blvd., Ashland, OR 97520. Make checks payable to City of Ashland.

**For information or to register contact the Ashland CERT Program Coordinator**  
541-552-2226 | [cpr@ashland.or.us](mailto:cpr@ashland.or.us)



The American Heart Association strongly promotes knowledge and proficiency in BLS, ACLS, and PALS and has developed instructional materials for this purpose. Use of these materials in an educational course does not represent course sponsorship by the American Heart Association. Any fees charged for such a course, except for a portion of fees needed for AHA course materials, do not represent income to the Association.

# CERT 2017 Calendar of Events

January 2017	February 2017	March 2017
General Meeting - January 11 <i>(211 Info)</i> Leadership Meeting - January 25 <i>(Leadership Retreat Planning)</i>	General Meeting - February 8 <i>(Movie Night)</i> <b>Advanced Medical Refresher - Feb 25</b> Leadership Meeting - February 22 <i>(Leadership Retreat Planning)</i>	General Meeting - March 8 <i>(Surroundings Awareness)</i> NO Leadership Meeting <b>Vulnerable Populations Psychology - 3/25</b> <b>CPR Night - March 27 (6pm)</b>
April 2017	May 2017	June 2017
General Meeting - April 12 <i>(Building Assessment &amp; Triage)</i> <b>Advanced Leadership Retreat - April 21-23</b> Leadership Meeting - April 27 <i>(Planning for Basic Training)</i>	General Meeting - May 10 <b>Basic Training</b> <b>Session 1 – May 8, 9, 14, 15, 16, 21</b> <b>Session 2 – May 11, 12, 13, 18, 19, 20</b> Leadership Meeting - May 24 (Basic AAR)	<b>Base Bike Ride - June 4 @ 10am</b> General Meeting June 14 <b>Certified Driver (EVOC) - June 10</b> <b>Firefighter Rehab - June 11</b> Leadership Meeting June 28
July 2017	August 2017	September 2017
<b>Parade Support - July 4</b> General Meeting - July 12 <i>(Skills Training)</i> <b>SAR Navigation Skills - July 22</b> Leadership Meeting - July 26 <i>(4th of July AAR)</i>	<b>CPR Night - August 7</b> General Meeting - August 9 Leadership Meeting - August 23 <b>Wilderness First Aid (\$) - August 26-27</b>	<b>Spontaneous Volunteer Management - 9/9</b> General Meeting - September 13 <b>Family &amp; Friends CPR - September 24</b> Leadership Meeting - September 27
October 2017	November 2017	December 2017
<b>Basic Training</b> <b>Session 1 - October 2, 3, 8, 16, 17, 22</b> <b>Session 2 - October 5, 6, 7, 19, 20, 21</b> General Meeting - October 11 Leadership Meeting October 25	<b>Post Disaster Recovery - November 4</b> <b>Base Bike Ride - November 5</b> General Meeting - November 8 Leadership Meeting - November 15	<b>CERT Year in Review</b> <b>December 13 - 6:30 to 8:00 PM</b> NO MEETINGS <b>Holiday Season ~ Training Stand Down</b>

**Note:** General meetings are open to the public. Doors open at 6pm. Meetings are from 6:30pm-8pm at Fire Station 1.

Ashland CERT  
 455 Siskiyou Boulevard  
 Ashland, OR 97520

TO: