

# ALL HEART



Change the game.

**Beat Sudden Cardiac  
Death on the Playing Field.**

**Train Coaches to be First Responders.**

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# 1. Why We Exist



## ALL HEART

**All Heart** was born from a deep belief in the powerful emotional connection great teams have with each other. **All Heart** is not just a concept we discuss as soccer players, it is the powerful realization that in everything we do we must do it with **ALL HEART**. It binds us together and is the foundation of our culture. We live **All Heart** not just for ourselves but our teammates and our families.

*-Coach Jeremy Beardsley*

## Our Goals

- **Raise awareness on Sudden Cardiac Death in athletes.**
- **Launch a national campaign, the ALL HEART PROGRAM, to train coaches to be first responders.**
- **Reduce/eliminate mortality from Sudden Cardiac Death in young athletes by bringing the solution to this problem to the field.**

# 2. What We Do



## What Is Sudden Cardiac Death?

Sudden cardiac death is a medical emergency that results from an electrical disturbance (or arrhythmia) in the heart that compromises the ability of the heart to pump blood to vital organs. Without immediate treatment, through cardiopulmonary resuscitation (CPR) and defibrillation, death follows.

The chance of surviving a cardiac arrest decreases 10 percent every minute that passes without defibrillation. In the case of many young athletes, relying solely on an ambulance in this type of emergency is clearly not enough. Time does not allow.

## What Is The All Heart Program?

The ALL HEART PROGRAM is a RESPONSE TO THIS PROBLEM. We believe that this initiative will be a game changer in youth athletics. We wanted to bring the solution to the field. Because when you solely rely on EMS, often the life-saving response through defibrillation does not arrive in time.

We recognize the integral role our coaches can play in keeping our children alive. At most sporting events, where there is an athlete there is a coach. Unlike EMS, a coach is often no more than 100 feet away from his or her players. A coach is in a position to react and respond quickly and help save a life.

### 3. Be Proactive for Life: Go All Heart



#### Bring The All Heart Program To Your Club.

We are encouraging all coaches ACROSS ALL SPORTS to bring the ALL HEART PROGRAM to their clubs. The goal is for this to become a national initiative and to help eliminate sudden cardiac death on the field by changing the way we respond.

#### Dedicate Your Club's All Heart Program.

The ALL HEART Program was created to honor Sean Fisher and all young athletes that have been lost on the field. If your club has an athlete that you would like to honor please feel free to dedicate your ALL HEART Program to them.

#### Find An All Heart Training Center For Your Club:

- Contact Dr. Nidhi Kumar: [nidk77@gmail.com](mailto:nidk77@gmail.com)

#### All Heart AED Distributor:

- Contact Jim Schatzle: <http://teamlife.com/>

#### Learn More:

- Sean Fisher Memorial Foundation: [Seanfisher.org](http://Seanfisher.org)
- American Academy of Pediatrics:  
[www.state.nj.us/education/students/safety/health/services/cardiac.pdf](http://www.state.nj.us/education/students/safety/health/services/cardiac.pdf)
- Star Ledger Feature:  
[www.nj.com/rutgers/index.ssf/2017/12/rutgers\\_heart\\_sudden\\_cardiac\\_arrest\\_mike\\_oneill.html](http://www.nj.com/rutgers/index.ssf/2017/12/rutgers_heart_sudden_cardiac_arrest_mike_oneill.html)

## 4. All Heart Challenge

Be part of the movement.  
Be part of the solution.



### Challenge:

To eliminate death from cardiac arrest on the field we must all go in with ALL HEART. Being part of the ALL HEART movement means being part of the solution.

1. **Certify all of your club's coaches in CPR/AED use.**
2. **Equip your club's fields with AEDs.**
3. **After your club adopts the ALL HEART Program we request that you challenge another club to do the same.**
4. **Please submit one video that we can post of your club, coaches, and your life saving AED once you have completed your training.**

### Notes:

Include club name, location, # of coaches that completed training, AED make/model and state the name of the next club you are challenging to complete the **ALL HEART CHALLENGE.**

Send videos to Mike O'Neill [moneill@scarletknights.com](mailto:moneill@scarletknights.com)  
or  
Gerry McKeown [gmckeown@usclubsoccer.org](mailto:gmckeown@usclubsoccer.org)

## 5. Sample Letter To Club Families



Dear **INSERT CLUB NAME** Families,

In **INSERT MONTH** our club will initiate the **INSERT CLUB NAME "ALL HEART" PROGRAM**. The goal of this program is to beat Sudden Cardiac Death in youth athletes by training coaches to be first responders. We are proud to be part of this national movement, across all sports. We believe that the ALL HEART Program will be a game changer in youth athletics and ultimately reduce mortality from Sudden Cardiac Death in youth athletes.

Sudden cardiac death is a medical emergency that results from an electrical disturbance in the heart that compromises the ability of the heart to pump blood to vital organs. Without immediate treatment, through cardiopulmonary resuscitation (CPR) and defibrillation, death follows. The chance of surviving a cardiac arrest decreases 10 percent every minute that passes without defibrillation. In the case of many young athletes, relying solely on an ambulance in the case of this type of emergency is clearly not enough. Time does not allow. According to the American Heart Association, the incidence of sudden cardiac death in athletes is 1 in 200,000 and is considered to be a rare occurrence. Yet many experts believe that the published statistics are an underestimation of the problem. When a young athlete dies, thousands are affected: a family, a school, an entire community. One child lost during play is too much.

The American Heart Association and the American Pediatric Society do not advocate for widespread screening through EKGs and Echocardiograms. Sometimes these tests would not even detect a problem. Because Sudden Cardiac Death is considered to be a rare occurrence the cost involved in widespread screening has prevented these policies.

The ALL HEART PROGRAM is a RESPONSE TO THIS PROBLEM. We realize that we need to bring the solution to the field. Because when you solely rely on EMS -often the life saving response through defibrillation does not arrive in time. We recognize the integral role our coaches can play in keeping our children alive. At most sporting events, where there is an athlete there is a coach.

Unlike EMS, a coach is often no more than 100 feet away from his or her players.

A coach is in a position to react and respond quickly and help save a life.

**INSERT CLUB NAME** plans to train all **INSERT NUMBER** of its coaches in cardio pulmonary resuscitation (CPR) and to begin the process of equipping our fields with AEDs. The training will take place in **INSERT LOCATION**.

The **INSERT CLUB NAME** ALL HEART Program will be in honor of **INSERT NAME**.

Sincerely,

## 6. A Gift from Sean

The Sean Fisher Memorial Foundation will donate \$1000 to use towards CPR education/AEDs to each of the first 5 reputable clubs that adopt the ALL HEART Program.

Please contact Jim Fisher at  
[jim@seanfisher.org](mailto:jim@seanfisher.org)



Sean Patrick Fisher August 25, 1995 - August 25, 2008





## 7. HELP SPONSOR THE ALL HEART PROGRAM AT PDA



### SPONSOR AN AED:

Thank you for your donation of this life saving equipment. With your consent-we would like to add a small engraving of your name on the post where your sponsored AED is mounted.

Please send a check in the amount of **\$1400** payable to  
**PDA 31 Roebling Road Bernardsville, NJ 07924**

*The check should be clearly marked All-Heart AED*

### SPONSOR A COACH'S ALL HEART TRAINING:

Thank you for your donation of this life saving education.

Please send a check in the amount of **\$50** payable to  
**PDA 31 Roebling Road Bernardsville, NJ 07924**

*The check should be clearly marked All-Heart CPR*