



# NEWS

---

February 22, 2016

## **County Launches Life-Saving App to Help Heart Attack Survival**

**WHAT:** On February 23, the County of San Mateo will launch PulsePoint—a free mobile app that alerts registered CPR-trained users of a heart attack victim in a public place in their immediate vicinity. Users can then start CPR in the critical minutes before emergency teams arrive.

The PulsePoint launch is timed to coincide with the San Mateo County Board of Supervisors proclaiming February as American Heart Month at their meeting that morning. Board meeting attendees will include local emergency and fire officials and local Girl Scout Serafina Casey who helped bring PulsePoint to San Mateo County and will accept the proclamation.

Casey, a sophomore at Menlo-Atherton High School, attended CPR training last year on a quest for a Girl Scout badge. She became so interested in the county's emergency medical system that she worked tirelessly to bring PulsePoint to San Mateo County, even setting up a booth at the San Mateo County Fair to help spread the word.

Local emergency and fire officials and Casey will be available after the proclamation for interviews.

“During a heart attack, every second counts,” said Nancy Lapolla, Director of San Mateo County Emergency Medical Services Agency. “PulsePoint empowers CPR-trained residents to save lives and will hopefully encourage more people in every community to get trained in hands-only CPR, which takes minutes to learn.”

CPR- and hands-only CPR trained residents who download the PulsePoint app can choose to be notified of nearby cardiac emergencies so they can start CPR right away. The PulsePoint app also includes information on the closest automated external defibrillator (AED), an easy-to-use machine that shocks a victim's heart if needed. PulsePoint is connected to local emergency response systems, so by the time the app notifies nearby bystanders, an ambulance is already on the way. For more information about PulsePoint, visit [their website](#).

**WHEN:** Tuesday, February 23, 9:00 am

**WHERE:** San Mateo County Board of Supervisors Chambers, 400 County Center, Redwood City

**BACKGROUND:** Sudden heart attacks can happen to anyone at any time. Every minute a person having a sudden cardiac arrest waits for CPR, his or her chance of survival drops by up to 10 percent. According to the American Heart Association, 920,000 people have heart attacks every year, and about 25% of them have no symptoms before the attack.

PulsePoint is used in over 1700 cities and counties across the country, and was founded by Richard Price, who spent 18 years as fire chief for the city of San Mateo.

The project is being funded by San Mateo County Emergency Medical Services Agency, American Medical Response, San Mateo County Pre-Hospital Emergency Medical Services Group, San Mateo County Public Safety Communications, Peninsula Health Care District and Sequoia Healthcare District.

**CONTACT:** Robyn Thaw (650) 573-3935