

COUNCIL – FEBRUARY 16, 2010

LAUNCH OF “FROM THE HEART PROGRAM”

Recommendation

Councillor DiVona recommends:

1. That February 2010 be proclaimed as “Heart Month; (see attachment #1) and
2. That the proclamation be posted on the City page on-line; and
3. That the free CPR- AED Awareness training Event be advertised on the City page on-line and community calendar; and
4. That the City of Vaughan Safe City Committee “From the Heart Program” launch and Automated External Defibrillator (AED’s) advocacy program be received.

Contribution to Sustainability

N/A

Economic Impact

N/A

Communications Plan

That the Corporate Communications issue a news release on the new “From the Heart Program”.

Purpose

To have Council endorse an educational and awareness initiatives to promote the use and availability of Automatic External Defibrillators (AED’s) in Vaughan.

Background - Analysis and Options

The correspondence received from Laura Syron, Vice President of Research, Advocacy and Health Promotion Department, the Heart and Stroke Foundation of Ontario is attached. (Attachment #1).

A request has been received from the Heart and Stroke Foundation of Ontario, with respect to proclaiming the month of February as “Heart Month” in the City of Vaughan.

The City of Vaughan Council on October 2008 requested the Province of Ontario to make mandatory AED (Automated External Defibrillators) in all public spaces. Also, to establish a standard for the deployment and use of Automatic External Defibrillators (AED’s) in public spaces throughout Ontario. The Province of Ontario, Premier McGuinty has referred this to various ministries for their review. The intent is that the Ontario Building Code be amended to make AED’s mandatory in the Ontario Building Code for all new projects and also a regulation be put in place for all existing properties meeting criteria as established by the Province of Ontario.

A review of the single largest cause of death is heart disease. What can we do to improve the chance of survival with Canada's single largest killer?

The answer is turn to science. The AED's have been proven to save lives. They are affordable, easy to use, and when applied at the right time survival rates are achieved.

The Heart and Stroke Foundation in Canada support the City of Vaughan Council's decision and as February is heart health awareness month what better time to work with the Heart and Stroke Foundation to advance the City of Vaughan Council's decision to make mandatory AED's in public spaces.

The Heart and Stroke Foundation of Ontario in partnership with York Region Emergency Medical Services (EMS) and the City of Vaughan" is hosting an event on:

CPR-AED Public Awareness Event
Saturday, February 27, 2010
Al Palladini Community Centre
9201 Islington Avenue, Woodbridge.

To register, call the Heart and Stroke Foundation of Ontario at 905-709-4899.

The Corporate Communications Department made a number of revisions to the Safe City Committee section of the City of Vaughan's website in order to improve the content and overall effectiveness of this section.

In addition to providing updated background information and new content about the Safe City Committee on its homepage, new information for Safe City initiatives and related programs were also added to improve the design and navigation. A new web section was also created to provide background and information on Automated External Defibrillators (AED's) in public facilities.

The website can be viewed under Major Projects and Reports on the home page of the City of Vaughan. Scroll down the menu to "Community" and click on Safe City Committee.

Relationship to Vaughan Vision 2020/Strategic Plan

This report is consistent with the priorities previously set by Council to serve our citizens and promote community safety, health and wellness.

Regional Implications

N/A

Conclusion

In view of the foregoing, the launch of "From the Heart Program" recommendation is before the City of Vaughan Council for consideration and approval.

Attachments

Attachment #1 – Correspondence from the Heart and Stroke Foundation of Ontario, dated February 1, 2010.

Attachment #2 - Heart and Stroke AED Press Conference in Vaughan

Attachment # 3 – Launch of Website

Report prepared by:

Councillor Bernie DiVona ext. 8381

Respectfully submitted,

Bernie DiVona
Councillor – Ward 3



February 1, 2010

Her Worship Linda D. Jackson & Council
City of Vaughan
2141 Major Mackenzie Drive
Vaughan, ON L6A 1T1

Dear Honourable Mayor Jackson & members of City Council,

Beginning today, the Heart and Stroke Foundation of Ontario will celebrate Heart Month. In recognition of this annual celebration, I would like to request that your office proclaim February Heart Month.

February is the time when our annual door-to-door fund raising campaign comes to life. Heart Month is the Foundation's fundraising initiative that dedicates the entire month of February to raising funds for vital life-saving research. This fundraising initiative was inspired by "Heart Sunday." The concept was adopted in British Columbia in the mid-1950s; in Ontario in 1958, and has since expanded across the country. From the early 1960s, door-to-door fundraising was the primary focus of Heart Month.

Today, however, Heart Month is a much broader campaign that comprises fundraising, community engagement and awareness generation in neighbourhoods across Canada. This campaign mobilizes Canadians to rally together in raising awareness and funds that have an enormous impact on the lives of not just heart and stroke patients, but all Canadians. Through the generosity and compassion of neighbours opening their doors, and the volunteers who call on our behalf, the Heart and Stroke Foundation has been able to apply life-saving knowledge, education and advocacy that gets results.

Every year, heart disease and stroke are responsible for 1 in 3 deaths in Canada. To date, initiatives like Heart Month volunteers have helped to fund:

- Research that has resulted in the use of a clot-busting drug that reverses the effects of stroke
- In-utero and neonatal heart research that saves babies' lives
- Research that helps Canadians eat healthier and live longer

Although we have made significant gains, there is still much to do. One of the most important issues we face today is the threat that obesity poses to our children. Spark Together for Healthy Kids™ is the Foundation's response to the growing epidemic of



HEART &
STROKE
FOUNDATION
OF ONTARIO

Finding answers. For life.

childhood obesity. We are an Ontario-wide initiative helping to inspire individuals, families, communities, businesses, and government to spark collective change to help children become more physically active and eat healthier foods. On this note, we would like to congratulate the City of Vaughan for implementing the Active Together Physical Activity Strategy, dedicated to fostering higher levels of physical activity among individuals who live and work in Vaughan. This initiative complements the Foundation's commitment to Spark Together for Healthy kids.

We have set our 2010 campaign goal at \$5 million dollars and hope to reach this target through the generosity of all Canadians. I look forward to hearing from you with respect to our request that February be officially proclaimed February Heart Month. If you would like more information please do not hesitate to contact Nadia Yee, Senior Government Relations Manager at 416-489-7111 ext. 452.

Sincerely,

A handwritten signature in black ink that reads "L. Syron".

Laura Syron
Vice President
Research, Advocacy and Health Promotion Department
The Heart and Stroke Foundation of Ontario

Bellicoso, Anna

From: Andrea Endicott [aendicott@hsf.on.ca]
Sent: Wednesday, February 03, 2010 11:50 AM
Subject: Heart and Stroke AED Press Conference in Vaughan

On Saturday, February 27th from 10am – 10:30am, HSFO in partnership with the City of Vaughan and York Region EMS, a press conference and photo-op will be held to recognize the successful installation/training of the 22 AEDs (donated by HSFO) to the City of Vaughan, to highlight the importance of CPR training and the goals of the AED partnership program, and to thank the local donors who have contributed to this program such as the Palladini Family and HSFO former CEO Rocco Rossi. This announcement will be held in the Gymnasium at the Al Palladini Community Centre. Following this announcement there will be a free CPR/AED awareness training event from 10:30am – 12:30pm.

We would like to extend an invitation to yourself to attend the press conference and photo-op.

Looking forward to hearing from you.

Thank you.

Andrea R. Endicott B.S.Sc, LL.B | Community Mission Specialist | Research, Advocacy & Health Promotion | York Region
Heart and Stroke Foundation of Ontario | Finding answers. For life. | aendicott@hsf.on.ca | blackberry: 905-716-6794
Area Office: 905-836-8206 (direct line) | Unit 29, 17665 Leslie St, Newmarket, ON L3Y 3E3

CHILDHOOD OBESITY RATES HAVE TRIPLED IN THE PAST 25 YEARS. CONCERNED?
Say YES to Spark Together for Healthy Kids at heartandstroke.ca/spark and sign the Spark Promise to Our Children today.





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safe city committee

The City of Vaughan established the Safe City Committee in 1995 to proactively maintain and enhance safety initiatives through interactive participation with the entire community. Representatives from local government, police, businesses, schools and youth participate in Committee initiatives. In addition, public and private groups are encouraged to engage in programs to maintain and enhance community safety.

Click here to view the Committee Member list

NEWS AND REPORTS

You Make the Difference: Community Safety and Security in the City of Vaughan, June, 2009 (pdf)

Mandatory Installation of Automated External Defibrillators, October, 2008 (pdf file)

Become Involved in Community Safety

As Vaughan continues to grow in population and complexity, community safety and security is an important issue. You can make a difference by becoming involved -- serve as a Park Ambassador; participate in our surveys; and support safe practices in our community.

For more information, contact:

Councillor Bernie DiVona
Chair, Safe City Committee
905-832-8585 ext. 8339
bernie.divona@vaughan.ca

Safe City Committee

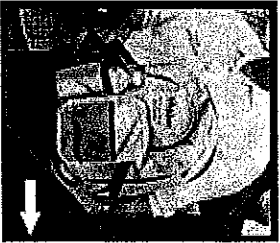
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OR

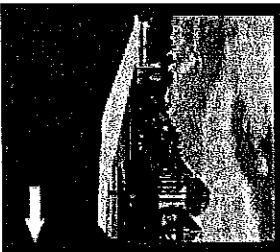
Anna Bellicoso at 905-832-8585 ext. 8381
anna.bellicoso@vaughan.ca



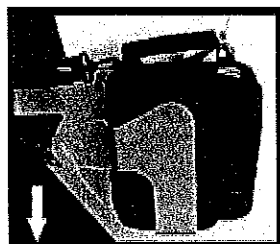
Park Ambassador Program



Safe City Surveys

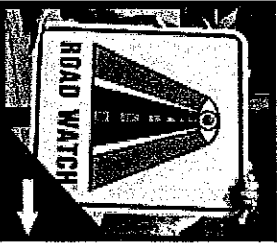


Safety Audit Form



Automated External Defibrillators (AEDs)

RELATED PROGRAMS



Road Watch Program



Crime Prevention Through Environmental Design



Safe Community Centres Policy

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Automated External Defibrillators (AEDs)

More than 40,000 Canadians lose their lives each year due to sudden cardiac arrest, according to the Heart and Stroke Foundation of Ontario. However, public access to Automated External Defibrillators (AEDs) in municipally-managed facilities across Vaughan has given residents an increased chance of survival in the event of emergency.

What is an AED?

An AED is a portable device used to treat victims of sudden cardiac arrest. If necessary, an AED will deliver an electric shock to the heart providing an opportunity for it to resume beating effectively.

These devices are safe, easy to use, and can be used effectively by medical and non-medical personnel to help save lives. When used in conjunction with CPR in the first few minutes, these devices can increase the odds of survival by more than 50 per cent.

AEDs in City of Vaughan Public Facilities

In October 2008, Vaughan's Safe City Committee requested that the provincial government pass Province-wide legislation on the mandatory installation of AEDs in public facilities. That request is currently under ministerial review.

In partnership with the Heart and Stroke Foundation of Ontario, the City of Vaughan



Click here to read AED true life stories!

February is Heart Month
The City of Vaughan has proclaimed February as Heart Month in support of the Heart and Stroke Foundation of Ontario.



Upcoming Events
CPR-AED Awareness

- » Emergency Management Program Committee
- » Hearing Committee for Licensing Matters
- » Heritage Vaughan
- » Property Standards Committee
- » Vaughan Public Library Board

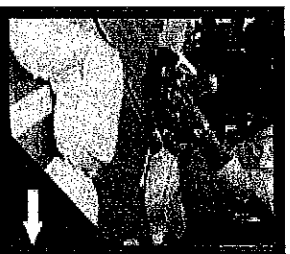
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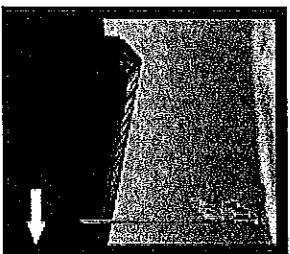
recently acquired and installed 22 AEDs in Vaughan public facilities, bringing its total to 45 across the city - currently the largest of any municipality in York Region.

All City of Vaughan Community Centres, the Civic Centre, Joint Operations Centre and the Ministry of Natural Resources building (Dufferin just north of Major Mackenzie) are equipped with one or more AED units. Each AED kit also contains a pair of gloves, scissors, razor, sanitation wipes and facemask barrier device with a one-way filter for CPR.

York Region EMS is responsible for the installation of AEDs in local facilities and staff training through its Public Access Defibrillation (PAD) program, Heart Alive.



Learn How to Use an AED



Vaughan Public Facilities with AEDs

RELATED LINKS



The Heart and Stroke Foundation of Ontario is a volunteer-based health charity aimed at eliminating disease and stroke through the advancement of research and the promotion of healthy living. For more information, visit www.heartandstroke.ca.



York Region Emergency Medical Services (EMS) provides basic and advanced life support, emergency and non-emergency medical care, and transport of the ill and injured. It is also involved in community programming, including AED and CPR training. For more information about York Region EMS, [click here](#).

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Training Event
Saturday, February 27, 2010
10 a.m. - 12:30 p.m.
Al Palladini Community Centre
9201 Islington Avenue,
Woodbridge.

To register, call the Heart and Stroke Foundation of Ontario at 905-709-4899.



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Automated External Defibrillators (AEDs)

Vaughan Public Facilities with AEDs (number of units per building)

- Al Palladini Community Centre, 9201 Islington Ave. (2 units)
- Bathurst Clark Resource Library, 900 Clark Ave. W. (1 unit)
- Blue Willow Activity Centre, 133 Fieldstone Dr. (1 unit)
- Chancellor Community Centre, 350 Ansley Grove Rd. (1 unit)
- Concord West Senior Centre, 7575 Keele Street, Unit #5 (1 unit)
- Dufferin Clark Community Centre, 1441 Clark Ave. W. (2 units)
- Father E. Bulfon Community Centre, 8141 Martingrove Rd. (2 units)
- Garnet A. Williams Community Centre, 501 Clark Ave. W. (2 units)
- Kleinburg Library, 10341 Islington Ave. N. (1 unit)
- Maple Community Centre, 10190 Keele St. (2 units)
- Maplewood Senior Centre, 11399 Keele St., Unit #17 (1 unit)
- Merino Centennial Centre, 8 Merino Rd. (1 unit)
- North Thornhill Community Centre, 300 Pleasant Ridge Ave. (2 units to be installed in spring 2010)
- Pierre Berton Resource Library, 4921 Rutherford Rd. (1 unit)
- Pine York Seniors Club, 7700 Pine Valley Dr., Unit #15 and #16 (1 unit)
- Pinecrest Seniors Club, 300 Pinewood Dr. (1 unit)
- Rosemount Community Centre, 1000 New Westminster Dr. (1 unit)
- Sonoma Heights Seniors Club, 1 Sonoma Blvd, Bldg B, Unit #5-8 (1 unit)
- The City Playhouse, 1000 New Westminster Dr. (1 unit)

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The Soccer Centre, 7601 Martingrove Rd. (1 unit)
 The Sports Village, 2600 Rutherford Rd. (1 unit)
 Thornhill Outdoor Pool, 28 Centre St. (1 unit)
 Tigi Court Bocce Facility, 2501 Rutherford Rd. (1 unit)
 Tudor Park, 300 Jacob Keffer Pkwy. (1 unit)
 Uplands Golf and Ski Club, 46 Uplands Ave. (1 unit)
 Vaughan Civic Centre, 2141 Major Mackenzie Dr. (2 units)
 Vaughan Joint Operations Centre, 2800 Rutherford Rd. (2 units)
 Vaughan MNR building, 10401 Dufferin St. (3 units)
 Vaughan Municipal Offices, 70 Tigi Crt. (1 unit)
 Vellore Village Community Centre, 1 Villa Royale Ave. (2 units)
 Woodbridge Library, 150 Woodbridge Ave. (1 unit) 1
 Woodbridge Pool and Memorial Arena, 5020 Highway 7 (1 unit)

*** The City has 2 additional AEDs for loan to local sports groups and to supplement units removed for repair or service.**

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Automated External Defibrillators (AEDs)

Learning how to use an AED

An automated external defibrillator (AED) is a small, portable device used to assess the condition of a person in cardiac arrest. Until recently, only medically-trained staff used AEDs. However, increasing access to AEDs in public and private facilities has allowed people with little or no medical background to utilize these life-saving machines.

When an AED is used, adhesive pads connected by wires to the AED are applied to the victim's chest. The AED will then automatically detect the electrical activity and rhythm of their heart. If needed, the AED will instruct the unit operator to press a button that delivers a controlled shock to the heart. If a shock is not required, the AED will not operate. Instead, CPR should be performed until paramedics arrive.



Learn how to recognize the signs of a sudden cardiac arrest and how to properly use an AED. All potential rescuers and targeted first-responders should also undergo CPR training. Since 2003, York Region Emergency Medical Services (EMS) has been providing AED and CPR training through its public AED program, Heart Alive.

- » Emergency Management Program Committee

A free **CPR-AED Public Awareness and Training Event** will be held on Saturday, February 27, 2010 from 10:30 a.m. to 12:30 p.m. at Al Palladini Community Centre, 9201 Islington Avenue. To register, call the Heart and Stroke Foundation of Ontario at 905-709-4899.

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AED True Life Stories

Automated External Defibrillators (AEDs)



The From the Heart program is focused on advancing public education and awareness of Automated External Defibrillators (AEDs) through true life stories, and the role these devices play to help save lives.

Tell Us Your Story!

The Safe City Committee will review your submission for publication on our website. It is our desire to publish your story to help promote the mandatory use of AEDs in public facilities and help set a standard for AED use in Ontario. AEDs do save lives. **Submit your story now.**

AED Testimonials

"Cardiac arrest survival is most often dependant on prompt and sustained intervention by emergency responders and/or knowledgeable citizens with the right equipment to make a difference. The installation of AEDs and the training that is provided with each unit are lynch pins in our efforts to make a significant difference in cardiac

event survival rates. "

-Fire Chief Greg Senay, Vaughan Fire & Rescue Service

- » Hearing Committee for Licensing Matters
- » Heritage Vaughan
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Click here to read this AED true life story.



"(AEDs) are incredibly easy to use -- all you have to do is follow the machine's instructions."
-Sandra Houghton, Rescuer, Town of Georgina

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Read more AED True Life Stories (provided by The Heart and Stroke Foundation of Ontario)

Click a link below to read more AED stories

A save by the team.
He Shoots. He Scores. He Lives. AED saves man's life.
Hockey player happy to be alive
Heart and Stroke Foundation of Ontario saves a life in Middlesex County
Hockey great Jiri Fischer champions AEDs
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