



“A student athlete **DIES** once every three days in the United States from sudden cardiac arrest.” - New York Times, May 2013.

Each year, young athletes across the United States are dying on the field from serious health related conditions that are often preventable. Sadly, sudden cardiac death, the leading cause of death in youth sports, has been overshadowed by other safety issues by most leading youth sports agencies on a national level.

The instances of death from sudden cardiac arrest during athletic activity are growing, and will soon be the leading topic of discussion in relation to youth athlete health and safety nationwide. Thusly, *Play With Heart* aims to be the leading advocate in this fight as well as the answer to the problem.

The Mission: *To prevent sudden cardiac death in youth sports communities on a local and national level through our screen, save and educate programs.*

Program: Project Play With Heart

Key Stat: *“Introducing an EKG test as a preventable measure could detect two thirds of “deadly, concealed heart trouble aggravated by exercise in competition.”*
- National Athletic Trainers’ Association, NATA

Currently, youth athletes are evaluated based on the sound of their heart, blood pressure, and a review of the individual's medical history. While these tests can help determine some medical conditions, many doctors agree that an electrocardiogram (EKG) should be added to the test to accurately determine the athlete's health.



Factors that may be inhibiting the implementation of this practice are cost and availability. In the U.S., governing bodies such as the National Collegiate Athletic Association (NCAA) and the United States Olympic Committee (USOC) have implemented screens, however, since there is no governing body for high school (or younger) sports, there are no uniformly regulated practices or opportunities for screening.

To combat this, *Play With Heart* will be launching *Project Play With Heart* in 2014 - youth sports health fairs with a focus on providing subsidized primary prevention cardiac screens and education to youth athletes 6-18 years of age. Each sports health fair event will consist of the primary prevention cardiac screen, as well as demonstrations, presentations and vendors that will provide relevant education, injury screening and information to the participants which include athletes, coaches and parents.

In partnership with national sponsors like Philips Healthcare as well as local media, medical volunteers, schools and sports entities, this program plans to screen athletes nationwide and promote our mission and message to save lives.

