

# La Crescent HeartSafe Community

- Sudden Cardiac Arrest is the **leading cause of death in the US: 350,000 to 400,000** people die of cardiac arrest in the United States **each year**
- Survival rate is between **6 and 10%** increasing to **40%** or more if CPR and an AED is applied immediately
- La Crescent wants to be one of the places with a survival rate of 40%!!





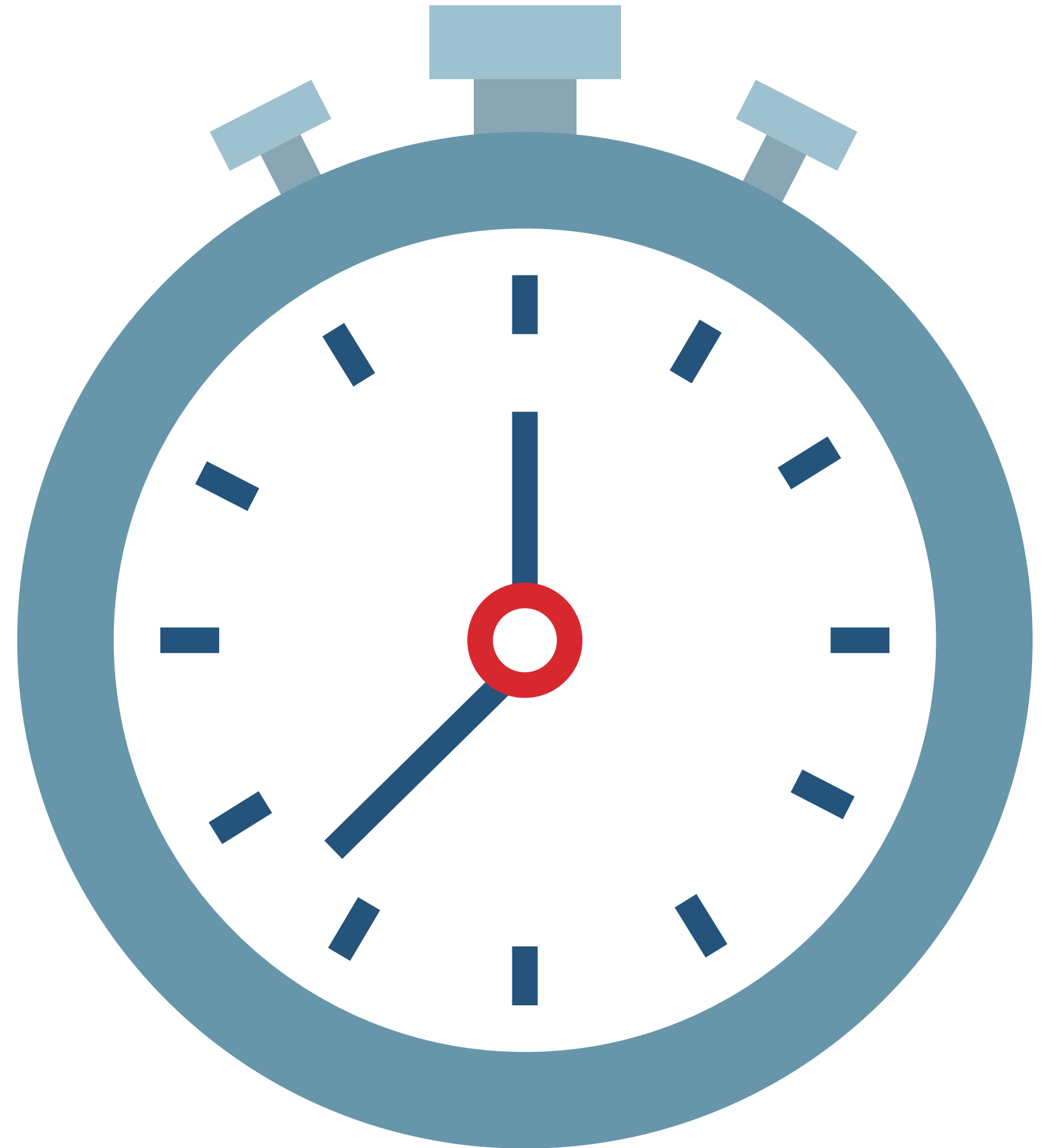
**HEART SAFE  
COMMUNITY**

# **City Government-Community-Business- Fire-Police Collaborative established in 2023**

**Current Members: Cheryl Olson, Cassie Buehler, Mary Busch, Angie Boettcher, Eileen Krenz, Dave Krenz, Linsie**

# Every Second Counts

Sudden Cardiac Arrest (SCA) leads to death in minutes if the person doesn't get help right away.



# Activities

- **All Police Squads have AED's**
- **Police have a "loaner" program: AED to check out for free**
- **Grants for additional AED's: Parks, Community Center**
- **Education: Tabling events, La Crescent Live, Lions Club, FD Open House, parades, churches, Neighbor's Night Out**
- **Training → Non-certified and certified, local and regional (Crucifixion, Best Western, Chamber, KCs, 8<sup>th</sup> graders, Houston Co)**
- **Full adoption of PulsePoint AED (identifies where our AED's are and what shape they're in)**
- **Inspection of AED's for battery & pad life, additional training and support**
- **Coulee Region HeartSafe Collaborative with La Crosse and Onalaska, Tri-State and others**
- **La Crescent Business Partner Program**

# Business Partner Program



**BRONZE Business:**  
Business Meets 2/7 Criteria



**SILVER Business:**  
Business Meets 4/7 Criteria



**GOLD Business:**  
Business Meets 7/7 Criteria



**DIAMOND Business:**  
Business Meets 7/7 Criteria + Extra

## La Crescent Heart Safe Business Criteria:

- 75% of employees are trained in certified or non-certified CPR
- Business has held one on site training
- Business is committed to bi-annual updates and retraining
- Business has an AED on site
- AED pads and batteries are current
- Has a process in place to monitor readiness of AED
- AED is registered on Pulse point

## Additional Diamond Business Criteria:

- Meets 7/7 criteria
- Has an Emergency Response Plan for their business
- Has included Narcan and Stop the Bleed kits and training for their business



# 2025-2026 Honorees

## ***Diamond Recognition:***

Wieser Brothers General Contractor Inc  
Best Western Plus La Crescent

## ***Gold Recognition:***

Anytime Fitness  
Crucifixion Catholic School  
Hiawatha Valley Colombian Club  
WA Insurance Group

## ***Silver Recognition:***

Altra Federal Credit Union  
Church of the Crucifixion  
La Crescent Event Center  
La Crescent United Methodist Church

# Intent to expand for 2026

## Goals/Our Future

- **Continue training anywhere and everywhere**
- **Look for AED “desserts”**
- **Expand our outdoor AEDs**
- **Continue to expand “co-location” of other services like Narcan and Stop the Bleed kits**
- **Use data from Police, Fire, and Ambulance calls to identify areas of high need**
- **Increase collaboration with private/public partners**
- **Add screenings and education about heart health**
- **Work to expand heart healthy opportunities in La Crescent by collaborating with other groups**
- **Continue our collaboration with regional HeartSafe teams**

# Our Call to Action

- **Reporting structure?** (don't have one currently)
- **Additional committee members**→  
Police, Business, School, Healthcare
- **Budget:** Educational materials, tabling items, certificates; AED pads & batteries
- **Recognition/awareness/publicity about us**
- **Expansion and collaboration**



# Let's Make La Crescent Safer



We thank **YOU** for saving lives!