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San Diego City Council Declares Tuesday, November 14, 2006
“Project Heart Beat Day”

San Diego (November 14, 2006). Council President Scott Peters, Councilmember Jim Madaffer and Councilmember Brian Maienschein lead the San Diego City Council in proclaiming today, “Project Heart Beat Day” in the City of San Diego. The honor coincides with the recent five year anniversary of the program, run by San Diego Medical Services Enterprise (SDMSE), San Diego’s 9-1-1 paramedic provider, that places Automated External Defibrillators (AED’s) in public places.

“I’m blessed to work with this program,” said Maureen O’Connor, Program Coordinator for Project Heart Beat. “It’s gratifying to see the success of the program, the lives saved, and the increased awareness of the importance of responding to sudden cardiac arrest with an AED.”

Since its inception in 2001, Project Heart Beat has placed more than 3300 AEDs throughout San Diego County in locations ranging from public buildings and schools to parks, museums, and places of worship. The program is credited with saving 40 lives and counting, and serves as a national model for other EMS organizations.

On hand to receive the honor with Project Heart Beat staff was Ruby Carte, whose life was saved by an AED over the summer when she suffered a cardiac arrest at the San Diego Convention Center.

Project Heart Beat’s Public Access Defibrillation program is a critical component of emergency medical care for cardiac arrest, when the minutes it takes emergency responders to arrive on scene could mean the difference between life and death.

“SDMSE’s Project Heart Beat directly meets a public health need by putting care in the hands of the people,” said Dr. James Dunford, the City of San Diego’s Medical Director. “It mirrors a founding principal of emergency medical care, it saves a heart that’s too young to die.”

About SDMSE

SDMSE is a public/private partnership formed as a limited liability company between the City of San Diego and Rural/Metro of San Diego. SDMSE is the largest 9-1-1 paramedic and non-emergency medical transportation provider in San Diego County. SDMSE currently serves the cities of San Diego, Del Mar, Solana Beach, Encinitas and the community of Rancho Santa Fe. SDMSE also holds the medical stand-by contract for numerous special events including Padres games, Chargers games, the Del Mar Fairgrounds and countless others.

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