



BACKGROUND

THE MIKEY NETWORK STORY

In June 2002 while playing golf, Mike Salem, a partner at The Heron Group of Companies and Heathwood Homes, experienced Sudden Cardiac Arrest (SCA) and died. His associates were shocked at losing him, since he was a treasured friend and colleague to all.

Unfortunately, what happened to Mike is more common than most people think. A leading cause of death in Canada, SCA can strike anyone of any age at any time, often without warning.

In 2003, Mike Salem's colleagues decided that the best way to pay tribute to him was to offer other people the second chance at life that he did not have – and The Mikey Network was born. This non-profit registered charity is committed to placing public access defibrillators called MIKEYs in as many high-risk locations as possible, and to working with the greater community to create public awareness and provide education about heart-healthy lifestyles.

Emergency Medical Services is a key community partner that provides the training on how to use the MIKEYs. Working with other partners who provide donations, locations and volunteers, to date The Mikey Network has placed over 1,200 MIKEYs in high-risk locations across Canada.

In recognition of making a significant mark in the fight to increase survivability of sudden cardiac arrest, The Mikey Network was honoured with the 2011 Sudden Cardiac Arrest Association Public Service Award in the United States.

THE MIKEY NETWORK PARTNERSHIP PROGRAMS

MIKEY-ON-BOARD

The **MIKEY-ON-BOARD** Program promotes the installation of MIKEYs on the vehicles of major businesses that are visible in the community, including transport and moving companies. In early 2012, this program was launched with **TWO MEN AND A TRUCK® – CANADA** to place MIKEYs on all of the company's moving vans, and to train the drivers in their use. Another innovative partner is Durham Radio, which has equipped its event cruisers with MIKEYs – a first in Canada.

MIKEY ON THE GO

Public transit facilities are a natural fit with public-access defibrillators. In partnership with GO Transit, The Mikey Network has installed MIKEYs throughout GO Transit facilities and trains, reaching out to more than 100,000 bus and train travelers of all ages on a typical weekday, plus GO staff who have been trained to use the defibrillators.

MIKEY'S YOUNG AT HEART SCHOOL DEFIBRILLATOR PROGRAM

SCA can strike at any age. The Mikey's Young at Heart School Defibrillator Program involves partnerships with school boards to place MIKEYs in schools for use during daily school life and after-hour programs involving students, staff and neighbourhood groups. Currently all high schools in Toronto District School Board, Halton Catholic District School Board and Halton District School Board have MIKEYs.

MIKEY'S KIDS

The number-one wish of children who have to be hospitalized with heart problems is to "go home." In partnership with Toronto's SickKids® Hospital, The Mikey Network established the Mikey's Kids Program, which has expanded to include Children's Hospital of Eastern Ontario in Ottawa and McMaster Children's Hospital in Hamilton. Through the program, MIKEYs are provided to families whose children are in the hospital awaiting further treatment. This way, they can live in the comfort of their own home during that time, and their families have peace of mind knowing that a MIKEY is standing by in case there is a problem.

In memory of Mike Salem, the beat goes on...

mikeynetwork.com

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SUDDEN CARDIAC ARREST FACTS

Sudden Cardiac Arrest (SCA) can affect anyone at any time, and is the single leading cause of death in Canada.

- Each year in Canada, up to 45,000 people experience SCA, often with no warning.
- One cardiac arrest happens every 12 minutes.
- Most SCA events involve a disturbance of the heart's electrical system, which plays a key role in circulating blood throughout the body.
- Early defibrillation delivered within a few minutes is the only intervention that can restore a normal heart rhythm and the pumping of blood.
- If a public-access defibrillator is available, and a person administers CPR and one of these machines within the first few moments, it can improve the victim's survival rate by up to 75 per cent.
- With each passing minute, the chance of survival decreases by 10 per cent.
- Up to 20 per cent of SCA occurrences happen in public places; often victims of SCA die before emergency crews can get to them.
- Public-access defibrillators are so easy to use that even someone who is not trained can follow the spoken instructions. That person would be protected from liability under Ontario's "Good Samaritan Act" of 2001 and the Chase McEachern Act (Heart Defibrillator Civil Liability) Act of 2007.