The August Beat

ECC Beat Distribution
The ECC Beat is distributed on the 15th of each month to the following groups:

- ECC Domestic & International Training Center Coordinators
- ECC Committee & Subcommittees
- ECC National Faculty & Regional Chairs
- ECC Regional Faculty & Regional Committee Members
- ECC Distributors
- ECC Staff

ECC National Events: August 15 – September 30

<table>
<thead>
<tr>
<th>Conference/Event</th>
<th>Location</th>
<th>Date</th>
<th>Booth#</th>
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<tr>
<td>VPPA (Voluntary Protection Programs Participants’ Association) Annual Conference</td>
<td>Orlando, FL</td>
<td>August 23-25</td>
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<tr>
<td>NAEMSE - National Association of State EMS Educators</td>
<td>Schaumberg, IL</td>
<td>Sept. 9-11</td>
<td>206/208</td>
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<tr>
<td>ENA – Emergency Nurses Association</td>
<td>San Antonio, TX</td>
<td>Sept. 23-25</td>
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<tr>
<td>OHSCC – Occupational Health &amp; Safety Committee Conference</td>
<td>Orlando, FL</td>
<td>Sept. 26-28</td>
<td>TBD</td>
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<tr>
<td>EMS Expo</td>
<td>Dallas, TX</td>
<td>Sept. 29-Oct. 1</td>
<td>657</td>
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We welcome your feedback!
If there's information you would like to see included in the ECC Beat, please send an email with the subject line "ECC BEAT FEEDBACK" to ahainstructornetwork@heart.org.

2010 Guidelines News

The official ILCOR Consensus on Science and Treatment Recommendations (CoSTR) document and the 2010 American Heart Association Guidelines for CPR and ECC will be published on October 18, 2010.

For more information on AHA Guidelines process, please continue to visit heart.org/eccguidelines.

Contacting ECC

ECC Customer Support Center (Training Center Coordinator Support):
1-888-CPR-LINE (277-5463)
M-F 7:00 a.m.–6:00 p.m. CST

Email: Central & Eastern time zones
      Mountain & Pacific time zones

ECC Field Support Centers (Volunteer Support):
1-888-426-6825

ECC Resources:
AHA Instructor Network
AHA CPR & ECC Web site
ECC Class Connector
(Find a CPR or ECC Class)
AHA eLearning Training
ECC Product Support

International Training Questions:
+1-214-706-1232
eccinternational@heart.org

General Public:
Looking for a CPR or ECC course? Visit
heart.org/eccclassconnector or call 1-877-AHA-4CPR.

Non-ECC Related Inquiries:
1-800-AHA-USA1

Science News

Studies on Hands-Only CPR Published in New England Journal of Medicine
Two studies published July 28, 2010, in the New England Journal of Medicine, concluded...
Instructor Update Events

2010 AHA Guidelines for CPR & ECC Instructor Conference

REGISTRATION NOW OPEN: Official 2010 AHA Guidelines for CPR & ECC Instructor Conference!

Register Now (PLEASE NOTE: AHA Instructors must use their AHA Instructor Network Instructor ID# to register.)

- Member Registration Form
- Nonmember Registration Form

About the Conference:

Date: Friday, November 12, 2010; Prior to AHA's Scientific Sessions and Resuscitation Science Symposium (ReSS)
Location: McCormick Place, Chicago, IL
Conference Fee: $195 (early registration)/$245 (after October 15 deadline/on-site)
Conference Website: Heart.org/eccinstructorconference

Why attend the 2010 Guidelines Instructor Conference?
Here are just a FEW benefits:

1. It's AHA's first official Instructor conference to roll-out the new 2010 AHA Guidelines for CPR & ECC
2. It's your FIRST opportunity to receive your required guidelines Instructor update from the AHA
3. You'll learn direct from AHA what new Guidelines mean for teaching lifesaving CPR and ECC courses
4. You get FREE exposure to AHA's Scientific Sessions (complimentary all-access one-day pass for the day of your choice)
5. Conference format allows you to attend a comprehensive science update, plus sessions for each discipline

REGISTRATION NOW OPEN: ECCU 2010 International Educational Conference & Exposition

About the Conference:

Date: December 7-11, 2010
Location: Manchester Grand Hyatt, San Diego, California
Conference Fee: Super Early Bird: $450, Early Bird: $475, Regular: $525
Official Update for AHA Instructors Pre-Conference- December 8th: BLS, PALS, ACLS, $55 each or all three for $150
Complete Program: Visit www.eccu2010.com

Don't miss the education and inspiration in San Diego!

ECCU 2010 will be offering the most extensive program in its history with over 100 sessions for instructors, practitioners and program coordinators in both the pre-hospital and hospital settings. Register by Sept. 15 to take advantage of special discounts and to be eligible to receive a free trip!

You'll be able to attend a special pre-conference workshop created just for AHA Instructors looking for Official AHA Updates in BLS, PALS, and ACLS. The AHA will also have a track in the conference devoted to Implementing the New Guidelines. You'll learn about the new Guidelines from the experts who developed them and hear first-hand how the changes will affect instruction.

ECCU represents a great value in not only getting your official updates but to get additional education on topics critical to your community and your career. Register now to reserve your spot!

The News Beat

URGENT NOTICE: CE/CME Credit for Stroke Prehospital Care Expiring 8/21/10

As of August 22, the AHA's Stroke Prehospital Care Online Course (Product #80-1468) will no longer offer CE/CME credit. The course is still current and will remain active and available for sale, but will not offer CE credit.

Please notify customers that they must complete this course by August 21, 2010, to receive CE/CME credit. If customers they are not concerned about CE/CME, then no action is required. The course still will be available, and recently purchased unused keys will remain usable.

To ensure our courses reflect the latest scientific guidelines and best meet the needs of the prehospital audience, AHA is reviewing the Stroke Prehospital Care Online Course. It will be updated or replaced with appropriate instruction at a future date.

If you or your customers need courses with CE/CME credit, you can recommend Acute Stroke Online (80-1480), Learn:™ Rhythm Adult (80-1471) or Learn:™ Rapid STEMI ID (80-1473).

NRCPR is now Get With The Guidelines – Resuscitation™!

The AHA is excited to announce that, effective July 1, 2010, the National Registry of Cardiopulmonary Resuscitation (NRCPR) has joined the association's acclaimed quality improvement suite of programs, Get With The Guidelines. It has been re-named “Get With The Guidelines-Resuscitation.”
As part of the Get With The Guidelines suite of products, current NRCPR participants will be able to take advantage of additional resources such as:

- a Web-based Patient Management Tool powered by Outcome Science, Inc, with expansive reporting features
- an online toolkit, webinars and teleconferences
- dedicated, nationwide network of AHA Quality Improvement professionals/staff
- knowledge-sharing with thought leaders
- national and local recognition opportunities for high-performing hospitals

Visit this site for more information!

Late Summer/Early Fall AHA Training Center Forum Dates/Locations

Sign up today to attend one of these free informational and networking opportunities! These forums are open to all Training Center Coordinators, Faculty & Committees. REGISTER TODAY at the links below:

*Please limit attendance to no more than two representatives per Training Center.

- Mid-Atlantic Area TC Forum (Baltimore, MD) – Tuesday, August 31, 2010
- Southeast Area TC Forum (Atlanta, GA) – Tuesday, Sept. 14, 2010
- Midwest Area TC Forum (St. Louis, MO) – Tuesday, Sept. 28, 2010
- South Central Area TC Forum (San Antonio, TX) – Tuesday, Oct. 5, 2010

These all-day events will cover important topics such as:

- What to expect leading up to the October 18th launch of 2010 Guidelines (Please note: these forums are NOT Guidelines Updates, as Guidelines do not release until 10/18/10)
- Updates on AHA resources, programs and services
- A look into current and future trends in training
- Ways to train more people to meet our lifesaving goals

And much more!

50 for 50 Golden Anniversary Survivor Celebration at ECCU December 9th

A special component of ECCU 2010 will be the 50 for 50 Golden Anniversary Survivor Celebration taking place during the conference. ECCU will honor the inventors of modern CPR, Dr. William Kouwenhoven, (posthumously), Dr. James Jude and Dr. Guy Knickerbocker. These resuscitation giants will join 50 survivors from around the United States at ECCU to celebrate 50 years of saving lives with CPR. The celebration culminates in a Survivor Dinner Gala at Sea World on December 9th.

TCC Tidbits

REMINDER: 2011 AHA/ECC Product Release Schedule
AHA training materials updated to reflect new Guidelines will launch throughout 2011. The tentative release dates for 2011 products were provided to the Training Network in November 2009. The document outlining these dates, “Preliminary 2010 AHA Guidelines Information & Schedule - U.S. Market,” can be found on the AHA Instructor Network in the “What’s Hot” section.

Preliminary Release Dates for AHA/ECC Products:

October 2010
- Reprint of 2010 AHA Guidelines for CPR & ECC
- Highlights of 2010 AHA Guidelines for CPR & ECC

November 2010
- AHA Instructor Update (web-based program)

First Quarter 2011 (January – March)
- Handbook of Emergency Care for Healthcare Providers
- Basic Life Support for Healthcare Providers (BLS HCP)
- Family & Friends CPR
- Family & Friends CPR Anytime kit

Second Quarter 2011 (April – June)
- Advanced Cardiovascular Life Support (ACLS)
- Heartsaver products, including:
  - Heartsaver First Aid with CPR & AED
  - Heartsaver First Aid
  - Heartsaver AED
  - Heartsaver CPR

Third Quarter 2011 (July – Sept.)
- Pediatric Advanced Life Support (PALS)

Fourth Quarter 2011 (Sept. – Dec.)
- Pediatric Emergency Assessment Recognition and Stabilization (PEARS)

UPDATE: TCC "Instructor Numbers" for AHA Guidelines Instructor Conference Registration

AHA Training Center Coordinators (TCCs) do NOT have an Instructor ID #. TCCs who wish to register for the conference should use the letters “TCC” followed by their Training Center ID# for their ID# (for example, TCCNY01122). For assistance, contact the ECC Customer Support Center at 1-888-CPR-LINE.

REVIEW: New Training Bulletin on Training Center Reviews

A new Training Bulletin: Training Center Reviews, is now available for review at the AHA Instructor Network. This bulletin addresses a minor change in the frequency of Administrative
AHA requires periodic reviews of all Training Centers. The review of a TC, including those adding a discipline, or a TC Applicant is to ensure the delivery of quality courses and the maintenance of accurate training records.

Training Center reviews will generally focus on course quality. An Administrative Review is occasionally needed to ensure the training center is maintaining instructor and course records. Administrative Reviews are also done when a current Training Center adds a new discipline, such as a BLS Training Center adding PALS to their program.

**ECC Products - Coming Soon**

Please note: For products listed as "Coming Soon," we have provided basic information about what the product is and for whom it is intended. As we get closer to an official launch date, more information will be available through the Instructor Network and the ECC web site.

To purchase currently available ECC products, please visit one of our three Distributors. eLearning courses can also be purchased at [www.OnlineAHA.org](http://www.OnlineAHA.org).

### 2010 American Heart Association Guidelines for Cardiopulmonary Resuscitation and Emergency Cardiovascular Care (AHA Guidelines for CPR & ECC)

**Product Number:** 90-1040  
**ISBN:** 978-1-61669-043-4  

**Description:**
This cornerstone product is the American Heart Association's reprint of the *2010 American Heart Association Guidelines for Cardiopulmonary Resuscitation and Emergency Cardiovascular Care*, which will be published online October 18, 2010, in *Circulation*. Updated guidelines reflect new global resuscitation science and treatment recommendations derived from the 2010 International Consensus on Cardiopulmonary Resuscitation and Emergency Cardiovascular Care with Treatment Recommendations (CoSTR) conference.

**Intended Audience:**
This product is intended for use by American Heart Association and other instructors and students; personnel in emergency, intensive care, or critical care departments; emergency medical care providers; and regulators and policy makers.