



***Create a heart-safe awareness video for your chance to win \$5,000 for your high school!***

### **About the contest:**

The Michigan Department of Community Health estimates that sudden cardiac death (SCD) claims the lives of over 300 children and young adults in Michigan each year. The issue of cardiac awareness has received increased attention in Michigan and nationally over the past 10 years.

A shock with a defibrillator is the only treatment for a sudden cardiac arrest. For every minute that defibrillation is delayed, the victim's chance of survival goes down 7-10%. Many times, especially in rural school districts, EMS may not be able to get to the scene for 15-20 minutes. That's why it is so important to have at least one AED available at all major school locations with trained staff ready to respond at a moment's notice.

***We need YOU to help us educate the school community and general public about this important issue!***

The purpose of this contest is for you and your fellow high school students to create a video describing the importance of being a MI HEARTSafe School. A MI HEARTSafe School designation shows that the school is prepared to respond to a cardiac emergency on school property. The video MUST be written and produced by students without professional or parental help. The winning school will be awarded a check in the amount of \$5,000 payable to the high school to be used as the students and the school deem appropriate. The winning video will be posted on our website and may also be shown through local media outlets.

### **How to enter:**

1. You must pre-register on the Kimberly Anne Gillary Foundation's website ([www.kimberlysgift.org](http://www.kimberlysgift.org)) with the name of your school, basic school information, and the contact person for the group. There is a link to our online form on the AED Video Contest page.
2. Become familiar with and abide by the video contest official rules.
3. Create a video that best describes the importance of being a MI HEARTSafe School. Some key points to address are listed below. You are not required to include all the points and are also not limited to this list. For more information regarding the MI HEARTSafe School program, please visit <https://migrc.org/patients-families/mi-heartsafe-schools/>.
  - a) The importance of proper training of staff and students to respond to a cardiac emergency on school property
  - b) The importance of regular CPR/AED Practice Drills
  - c) The importance of being able to recognize signs of Sudden Cardiac Arrest (SCA)

- d) The importance of proper AED maintenance (i.e. replacing batteries and electrodes when needed and making sure battery is fully charged)
  - e) The importance of having enough AEDs to be able to get one to the victim within 2-3 minutes
4. The video must not exceed 3 minutes in length.
  5. Submit the video by emailing a link to your online video to [kimberlyannegillaryfoundation@gmail.com](mailto:kimberlyannegillaryfoundation@gmail.com) or by mailing 3 copies of the DVD or USB Flash drive to the Foundation at our office, postage prepaid. No CODs.
  6. The production of the video must be done by students without professional or parental help.
  7. Non-conforming videos will be rejected. The judges will notify the students of any non-conforming videos and the students will be allowed to re-submit another video, but no videos will be returned.
  8. The contest will be open from February 13, 2022, through May 13, 2022. The winner will be announced May 31, 2022.

### **Selecting a winner:**

1. The winner will be selected from all eligible submitted entries. Please see the official rules.
2. Judging will be based on the following criteria: originality and creativity, communication of the importance of cardiac emergency preparedness, ability to engage your viewers and/or create a call to action.
3. The judges will be Kimberly's sisters: Emily, Jennifer and Katie.
4. The decision of the judges will be final. There will be no appeal rights.
5. The prize will be a check in the amount of \$5,000 payable to the high school to be used as the students and the school see fit. We would like to encourage that the money be spent for CPR/AED training, additional AEDs, related equipment or for some other purpose consistent with the goals of the Foundation, but the final decision will be up to the students and school administration.
6. We will require that the winning team designate the purpose for which the money will be spent and to communicate their decision to us in writing before the check will be issued. There must be a unanimous decision of the students and school administration as to how the money will be used.
7. The winning video will be featured on our website and may be shown through local media outlets as well.

***Good luck and have fun!***