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Heartbeat NOLA completes first AED installation and launches its Public Accessible Defibrillator (PAD) program in New Orleans, LA.

Heartbeat NOLA announces participation in national “Call Push Shock” campaign with release of its first public service announcement (PSA) video.

In recognition of National Sudden Cardiac Arrest (SCA) awareness month, Heartbeat NOLA launched its Public Accessible Defibrillator (PAD) campaign Wednesday night October 24, 2018 at Snug Harbor Jazz Bistro with the installation of the first automated external defibrillator (AED) on Frenchmen St. in New Orleans, LA. Heartbeat NOLA used the opportunity to distribute educational information about Sudden Cardiac Arrest. During the presentation, Heartbeat NOLA president and sudden cardiac arrest survivor Maurice Trosclair, stressed the importance of more citizens being trained in CPR and how their bystander intervention can help save lives of those who suffer a SCA. “If not for the efforts of quick-thinking citizens who performed CPR and used an AED on me, I probably would not have survived my SCA,” says Trosclair. The evening included two packed shows with performances by Delfeayo Marsalis and the Uptown Jazz Orchestra. Joe Mckelwee of Capitol Seniors Housing in Washington D.C., the donor of the AED was in attendance for the presentation. Also, Jay Christman, manager of Snug Harbor Jazz Bistro, accepted the AED, and it was installed on the wall in the bar. In return for Heartbeat NOLA’s efforts to make the installation possible, Snug Harbor Jazz Bistro is paying it forward by donating the next AED to be installed in the New Orleans area.

Heartbeat NOLA also announced partnering with Parent Heart Watch and Sudden Cardiac Arrest Foundation for the “Call – Push – Shock” national public awareness campaign. The campaign is a coordinated effort which allows Heartbeat NOLA to deploy proven messaging and co-branded social media announcements to communicate a consistent public message promoting citizen CPR and AED use. Heartbeat NOLA released its first public service announcement to promote “Call – Push – Shock” which can be viewed [here](#):

About Heartbeat NOLA: Heartbeat NOLA’s Mission is to significantly increase the number of New Orleans citizens who are trained in CPR/AED/First Aid and will be able to save a life from Sudden Cardiac Arrest – the leading cause of death in the US. Heartbeat NOLA is a citizen CPR & AED Awareness and Education Program as well as a Fundraising Campaign to place more accessible AEDs in the New Orleans area. We also provide training and certification.

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