



## SUBMISSION FORM

All submission forms must include the following information. Separate submission forms must be turned in for each eligible program. **Deadline: July 1, 2023.** Please include this submission form with the electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).

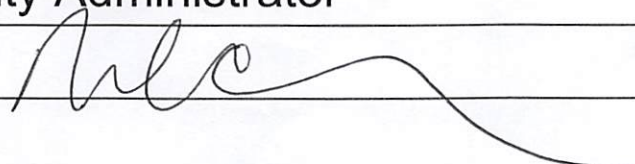
### PROGRAM INFORMATION

County: York County  
Program Title: "Take 3 Steps to Save a Life" Initiative  
Program Category: Criminal Justice & Public Safety

### CONTACT INFORMATION

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### SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Neil A. Morgan  
Title: County Administrator  
Signature: 

**“2023 VACO Achievement Award Program  
Nomination Summary  
York County, Virginia**

**Program Title: “Take 3 Steps to Save a Life” Initiative**

**Program Category: Criminal Justice and Public Safety**

**Summary/Program Overview:**

During the month of February 2023, which happens to be American Heart Health month, the York County Department of Fire and Life Safety initiated the “Take 3 Steps to Save a Life” Initiative. This program was designed to educate the public about ways that they can be prepared to save a life in 3 easy steps should someone suffer sudden cardiac arrest. The initiative also uses the extraordinary success of the fact that Buffalo Bills football player Damar Hamlin’s life was saved by following these similar steps.

**The Challenge:**

In the United States, over 350,000 people suffer out-of-hospital cardiac arrests annually and nearly 90% are fatal. As American Heart Health month approached in February 2023, the York County Department of Fire and Life Safety was working on plans to focus on the important matter of sudden cardiac arrests that occur in our community. Coincidentally, in January Buffalo Bills professional football player Damar Hamlin (who wears the number 3 jersey) suffered a sudden cardiac arrest on the field, CPR and rapid defibrillation occurred, and Mr. Hamlin ultimately survived. Knowing that this event had nationwide coverage and it could be relatable by the average citizen, the York County Department of Fire and Life Safety initiated the “Take 3 Steps to Save a Life” Initiative.

**“Take 3 Steps to Save a Life” Initiative  
York County, Virginia**

**The Solution:**

This program coincidentally used the number 3 to market the importance of:

- 1-Activation of the emergency response system (calling 9-1-1)
- 2-High-quality cardiopulmonary resuscitation (CPR)
- 3-Rapid/early defibrillation

During the month, department personnel completed their CPR recertification (this is an annual occurrence).

The Department of Fire and Life Safety offered opportunities for the public to learn “Hands Only CPR.”

The Department of Fire and Life Safety conducted additional marketing and encouraged the public to download the Pulse Point app.

Further, we continued to encourage businesses to obtain and install AEDs.

A focused video was developed about this “Take 3 Steps to Save a Life” Initiative.”

[https://www.youtube.com/watch?v=\\_23j0uVRouM](https://www.youtube.com/watch?v=_23j0uVRouM)

**Financing:**

Except for minimal incidental expenses, such as posters with PulsePoint, as well as Fire and Life Safety QR codes and the staff time to develop the marketing material, there were virtually no costs.

## **“Take 3 Steps to Save a Life” Initiative York County, Virginia**

### **Results:**

During this initiative, “Hands-Only” CPR was offered during a number of other ongoing County activities, such as the Yorktown Market Days and focused opportunities, such as neighborhoods, the Senior Center, the public library, homeowners associations, businesses, etc. This resulted in **over 100 citizens learning “Hands-Only” CPR.**

Additionally, over 150 Fire and Life Safety personnel recertified their professional level CPR.

While specific numbers are not available, through the marketing effort, it is believed that a number of citizens have obtained the PulsePoint app. Undoubtedly, this initiative has made the public much more aware of the need to be prepared to react and care for someone that suffers a sudden cardiac arrest, ultimately saving a life through the application of the “3 Steps” initiative.

Understanding that the ultimate test of this program’s success is the resuscitation of victims of sudden cardiac arrest, there is no doubt that lives will be saved.

**“Take 3 Steps to Save a Life” Initiative  
York County, Virginia**

**TAKE 3 STEPS TO SAVE A LIFE**

**Call 9-1-1**  
**Perform CPR**  
**Retrieve an AED**

Learn more at [www.yorkcounty.gov/fire](http://www.yorkcounty.gov/fire)

Informative video:

[https://www.youtube.com/watch?v=\\_23j0uVRouM](https://www.youtube.com/watch?v=_23j0uVRouM)