

## CASE STUDY

# Survivors Achieve Public Policy Change

Minnesota Sudden Cardiac Arrest Survivors Play Pivotal Role in Securing Resuscitation Policies

### THE CHALLENGE:

Public policy change can be difficult to achieve. When it comes to policy change involving resuscitation, teams may struggle to engage government officials to focus on the public health issues involved. They must also navigate pressures from special interest groups that may have concerns about a policy's price tag or the fact that it requires additional services by public entities.



### THE RESPONSE:

In Minnesota, sudden cardiac arrest survivors play an important role in driving resuscitation public policy. Working together, the Minnesota Resuscitation Consortium at the University of Minnesota, American Heart Association, and the Minnesota Sudden Cardiac Arrest Survivor Network have helped pass legislation on CPR in Schools, AED Registration, and Dispatch Assisted CPR.

- The group has created materials; held legislative information sessions; and requested letters of support from within the resuscitation community.
- The Survivors Network has attended and spoken at legislative hearings; provided CPR training at the capitol to engage legislators; and made phone calls and personal visits to the capital to speak with legislators.
- When working in support of the CPR in Schools bill, the group sent nearly **900 messages to legislators**, held more than **100 meetings with advocates and legislators**, placed more than **50 calls to the Governor's office**, and had countless media stories run throughout the state to urge the passing of the bill. In the final days before the bill's signing, 15 survivors visited the Governor's office to voice their support for the bill. One of these survivors was Bobby Z, drummer from Prince and the Revolution and a cardiac arrest survivor. Following his meeting with the Governor's team, Governor Dayton signed the CPR in Schools bill into law.

Learn more about the Minnesota Sudden Cardiac Arrest Survivor Network [here](#).