

Personal Connection

Personally, as a swimmer, I can attest to how important our hearts truly are. When I'm on the last leg of my race, everything will fail me, regardless of how hard I've trained. My body will fail, my lungs will fail, and even my brain will fail and tell me I can't push myself any harder. But, my heart allows me to keep myself underwater for just a half a second longer to come out on top sprinting. The whole point of the Swim for Life initiative is to keep our hearts healthy, because they don't stop working for us, regardless of if we are wide awake or fast asleep. The initiative will promote a healthier lifestyle that will reduce the risk for sudden cardiac death and cardiac problems from occurring in the future



- High blood pressure causes Atrial Fibrillation 46% of the time
- 75 million Americans adults (32%) have hypertension
- Life expectancy drops an average of seven years with atherosclerosis
- Coronary Heart Disease is the most common heart disease, killing nearly 380,000 per year
- Sudden Cardiac Death is the leading cause of death in adults over 40
- When bystanders give proper treatment – CPR, AED use, 4/10 victims survive
- Exercise is one of the greatest ways to combat heart conditions

Swim for Life

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Swim for Life

The goal of this program is to raise community awareness and to give back to it. Exercise is one of the most prominent ways to combat the risks of sudden cardiac death. Swimming, specifically, is a cardio dominant activity that promotes a stronger, healthier heart. By encouraging the community to stay active and exercise, the risk of future sudden cardiac death decreases drastically.

Swim for Life will create a healthier and safer community by educating the public and by raising money. During sessions, the community will be able to learn about SCD and prevention for it. The goal is to create individuals who prioritize their health through education. The money raised will go directly back to SCARF nfp and the community.



Common Problems

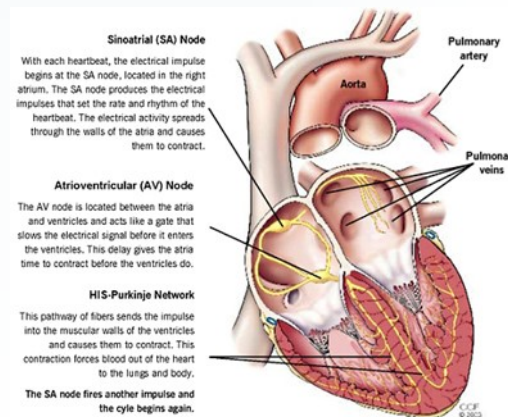
Cholesterol build up and Hypertension are two of the most common problems facing people today. These two can lead to a variety of problems including plaque buildup and narrowed blood vessels. Exercise is key to combatting these problems. During exercise, more blood will flow through the vessels, reducing the amount of plaque buildup

Atherosclerosis: Plaque build up in the arteries attributed to fat, cholesterol and calcium. This build up can cause Coronary Artery Disease, which can lead to heart attacks, strokes or even death.

Hypertension: Long term force against the blood vessel. The heart has to work harder in order to pump blood out, leading to a weaker heart: Cardiomyopathy. This can lead Sudden Cardiac Death.

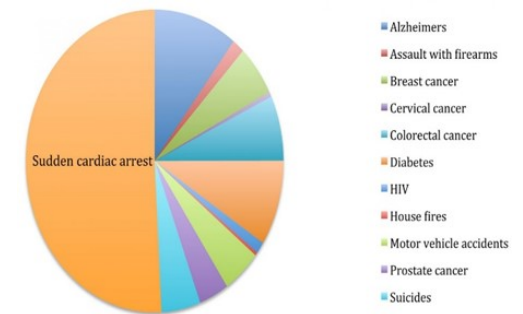
What is Sudden Cardiac Death?

Sudden cardiac death is the number one killer in America. Approximately 450,000 people die from this every single year and 9/10 of its victims die. Sudden Cardiac Death is an unexpected death caused by loss of heart function due to the electrical system malfunctioning. This is not the same as a heart attack, which is caused by blockages in the heart. When the electrical system malfunctions, the heart will beat irregularly, often rapidly. Sometimes, the atria will quiver and not beat in sync with the ventricles, which is called atrial fibrillation. During a heart irregularity, the heart and the rest of the body are not getting blood. Death will follow in minutes if appropriate treatment is not given.



Strokes

A lack of blood flow to the brain, whether from Sudden Cardiac Arrest, hypertension or a clot, can cause a stroke. When the blood flow is blocked to the brain, brain cells begin to die. Depending on which area of the brain the stroke effects, victims will have the associated loss of bodily function. If the stroke occurs in the right brain, for example, the victim will have paralysis in the left side of the body, memory loss, vision loss, and a quick, inquisitive behavioral style due to the stroke. Even though the effects are deadly, about 80% of strokes are preventable. If treatment is given right away when a patient has SCA, he/she is less likely to contract a stroke if they survive. The number one way to prevent a stroke from occurring is exercise. Exercise increases blood flow to all areas of the body, and reduces the risk of clots forming.



Sudden Cardiac Death compared to other diseases or accidents