Be A Lifesaver Tucson Campaign Provides Nostalgic Glimpse of March Madness

With a lot of help from dedicated community partners, including the Gootter Foundation and Kaims Foundation, and a proclamation from the City of Tucson, the UA Sarver Heart Center engaged in “Be A Lifesaver Tucson” month. Public education activities began Feb. 23 at the UA men’s basketball game against USC, with University of Arizona Medical Center donating its game sponsorship. Before the game, volunteers from the Rincon/University High School boys basketball team placed 14,000 “3 Points/3 Steps” cards on each seat in McKale Center. During a time-out, a 30-second public service announcement was shown to fans in the arena as well as the TV audience. The PSA featured UA basketball legend Steve Kerr, training people to recognize sudden cardiac arrest and to respond with the three Cs: check, call 911, compress.

Through March 25, the date of the Gootter Grand Slam, people were encouraged to visit www.BeALifesaverTucson.com to watch a 2-minute video featuring Kerr. Research by Bentley J. Bobrow, MD, member of the UA Sarver Heart Center Resuscitation Research Group and director of the AZ SHARE program, shows that people who watch a brief video obtain a strong understanding of how to respond in the event of sudden cardiac arrest. If you missed Arizona excitement during March Madness, you can get a championship glimpse by visiting the website: www.BeALifesaverTucson.com.

At the Gootter Grand Slam, tennis pros Mikael Pernfors and Murphy Jensen, join UA Football Coach Rich Rodriguez to demonstrate the “3Cs” of chest-compression-only CPR in the event of sudden cardiac arrest: Check... Call... Compress.

Wildcat Lifesavers Wilma, Karl B. Kern, MD, and Wilbur show their “3 Points/3 Steps” cards at UA McKale Center.
Debra Bowles Receives Bateman Service Award

Debra Bowles, graphic designer with the Arizona Health Sciences BioCommunications, has received the annual Brian Bateman Superb Service Award for her consistently creative support to the UA Sarver Heart Center Development and Communications Team. The award recognizes staff members who go above and beyond the call of duty for patients and friends of the UA Sarver Heart Center. Clint McCall, director of development at the Sarver Heart Center, says of Debra, “I don’t think that Debra has the word ‘No’ in her vocabulary. Anytime our team calls for assistance with a project, Debra always responds quickly and creatively. Her graphic designs of the newsletter, invitations and materials for our education and outreach programs make Sarver Heart Center look great.”

Broken Hearts Affect Men, Too

Sarver Heart Center doctors often have spoken about the prevalence of the “broken heart syndrome” in women and a recently published study in Circulation shows that men’s hearts also are at risk during times of emotional stress. The study, considered the first to focus specifically on the likelihood of a heart attack in the immediate period after the death of someone close, has found a staggering 21-fold increased risk in the first 24 hours of bereavement compared with other times.

“I have often said that men are like clods when it comes to emotions, but this study indicates that men are deeply affected by the death of a spouse. In fact, we typically watch closely patients who lose a spouse. While this study indicates the first 24 hours as being critical, I’ve seen patients experience problems up to six months out,” says Gordon A. Ewy, MD, director of the UA Sarver Heart Center.

The study in the January 9, 2012 issue of Circulation notes that psychological stress, such as that caused by intense grief, can raise heart rate and increase blood pressure and coagulation—all factors that contribute to the risk of a heart attack. The bereaved also are more likely to experience less sleep, low appetite and high cortisol levels, and to neglect taking regular medications, all of which can contribute to a greater chance of heart attack.

Bereaved individuals and their family and friends should be aware of the heightened risk in the days and weeks after hearing of someone close dying.

Cardiology Fellow Receives Honorable Mention for Research

Congratulations to Prakash Suryanarayana, MD, a Sarver Heart Center cardiology fellow who received an honorable mention from the American College of Cardiology in Chicago in the Young Investigators Competition for research he did under the mentorship of Mark Friedman, MD.

“Prakash exemplifies what we seek as a program to foster in our fellows in the performance of high-quality research recognized at the national level for its excellence,” says Julia H. Indik, MD, PhD, associate professor of medicine at the UA College of Medicine, director of the Cardiology Fellowship Program, and Flinn Foundation and American Heart Association Endowed Chair in Electrophysiology.

Dr. Suryanarayana’s research focused on cardiac transplantation in African Americans. Studying the more than 800 cardiac transplants that have been done at The University of Arizona Medical Center since 1979, including 37 African Americans, data show poor survival compared to non-African American recipients. Besides Dr. Friedman, coauthors are Drs. Hannah Copeland and Jack Copeland.