

# Rowlett

## News Release



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## **American Heart Association and Rowlett Fire Rescue Partner on Heart Attack Survival Campaign to Encourage Calling 911**

*“Don’t Die of Doubt” campaign communicates trust in 911 assistance*

**ROWLETT, TX** – The Southwest Affiliate of the American Heart Association (AHA) and Rowlett Fire Rescue have partnered in a community awareness initiative encouraging residents to call 911 at the first sign of a heart attack. Titled “Don’t Die of Doubt,” this campaign communicates that lifesaving treatment begins with a call to 911 and that responders are trained professionals who can provide care immediately and increase the chance of surviving a heart attack. The multi-media campaign is made possible through the generous support of the W. W. Caruth, Jr. Foundation at Communities Foundation of Texas to the Southwest Affiliate of AHA to help heart attack patients in Dallas County.

The “Don’t Die of Doubt” campaign demonstrates that residents should trust 911 because emergency medical services (EMS) staff begins treatment immediately with the 911 dispatcher. Then, the team works to identify and treat a heart attack upon arrival — up to an hour sooner than if someone arrives at the hospital by car.

“Reducing time to treatment is vital to surviving a heart attack,” said Chris Weinzapfel, Rowlett Fire Rescue EMS Director. “This campaign showcases that calling 911 is the right thing to do at the first sign of a heart attack, regardless of the doubt someone may have about taking that action. Everyone needs to know that lifesaving care begins with a call to 911.”

Additionally, the EMS team communicates directly with the on-call hospital staff so that treatment can continue the moment the ambulance reaches the hospital. Patients with chest pain who arrive by ambulance at the hospital are fast-tracked and rushed to the catheterization laboratory because they have completed initial testing and are ready to receive treatment.

AHA and Rowlett Fire Rescue encourage area residents to learn the warning signs of a heart attack, including chest discomfort, shortness of breath, discomfort in the upper body such as the neck or jaw, a cold sweat, nausea or lightheadedness and immediately call 911 for medical care.

For more information about the campaign, and to learn more about the warning signs of a heart attack, visit [www.DontDieofDoubt.com](http://www.DontDieofDoubt.com).

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