

**C.H.A.S.E. for Life**, founded in 2005, is a tax-exempt nonprofit organization that stands for CPR, Heimlich, Awareness, Safety, Education. We are dedicated to saving children's lives by educating anyone with a hand on a child with the basic lifesaving skills needed to sustain a life until help can take over. C.H.A.S.E. for Life was created to change the statistics in this country with prevention education and awareness campaigns.

## Our Mission

To make the education of Infant/Child CPR and Choking Maneuvers free and readily available to the nation.

## Learn it for Life

Drowning and choking are two of the leading causes of unintentional injury related deaths in children under the age of fourteen. We are devoted to reducing these needless deaths by making Infant/Child CPR and Choking Maneuver education available in all communities at no cost. What you learn today can save a child's life tomorrow.

## Breathing Life into Child Safety and Prevention

C.H.A.S.E. for Life has given CPR and Choking Maneuver education a facelift by demystifying these techniques with the help of fashion, rock and animation. In collaboration with hospitals and first aid volunteers, we have developed programs and community outreach initiatives that provide free education, resources and training to families, childcare providers and the community at large.

There is a core chunk of our population that does not have the resources or the funds to seek this education. C.H.A.S.E. for Life is going to make sure that everyone receives basic lifesaving skills at no charge.



## Lifesaving Facts

- The average ambulance response time in the United States is from 6 to 15 minutes
- Drowning isn't seasonal; it occurs year round, 70% of the time within homes
- Children can drown in as little as 1 inch of water
- Brain damage will most likely occur in a child due to oxygen loss after 5 minutes and brain death occurs after 6 minutes
- Children's bodies respond much quicker to CPR due to size and weight
- If you only retain 20% of a maneuver and apply that to a child in crisis you have an 80% chance of saving their life

*Doing something is better than doing nothing!*

**How one reacts in the first 5 minutes of a crisis is crucial because the average ambulance response time in the U.S. is 6 to 15 minutes.**

## CHASE. For Life Programs and Community Outreach

### *Pre-K through Middle School Workshop Series*

We provide workshops within the school system addressing parents and caregivers of children ages Pre-K through eighth grade. We have scheduled events throughout the school year providing free education in Infant/Child CPR and Choking Maneuvers.

### *The "Learn it for Life" Program*

This program helps to organize in-home parties and community workshops to teach the basic lifesaving skills needed to sustain a life until help can take over. We will arrange for a team of certified emergency medical technicians to train your family, babysitters, siblings, grandparents and/or anyone else that might have a hand on your child.

### *Discharge Policy and Procedure in Hospitals*

The C.H.A.S.E. for Life initiative is a perfect fit within hospitals because we are guaranteed at least a 72 hour captive maternity audience reaching mothers from all demographics. This program promotes mandatory Infant/Child CPR and Choking Maneuvers education by supplying hospitals with our 18 minute animated instructional DVD "How to Save a Life" so that it can be shown to all mothers before being discharged with their newborns. We envision "How to Save a Life" to be looped 24/7 in closed circuit hospital network programming with viewing ability in pediatric and maternity wings and waiting rooms as well as all patient rooms. Our free DVD and CPR and Choking Maneuver pocket guides will be distributed via diaper bags and discharge packets. The C.H.A.S.E. for Life initiative is currently being piloted in 14 hospitals within the state of New Jersey. We are looking to partner with every hospital in the nation.

### *Innovative Child Safety Resources*

We have created an 18 minute animated instructional short called "How to Save a Life" along with CPR and Choking Maneuvers pocket guides and posters with the intention of having them mass reproduced and distributed nationwide at no cost. We envision replacing the dated resources that currently exist in the public with our modernized, user friendly, animated resources by supplying them to schools, restaurants, recreational facilities, beach clubs, hospitals, doctor's offices, homes, etc.



*Mackenzie, Farley, Chase, Patrick, and Abigail*

"On August 28, 2005, the day after I arrived home from the hospital with my new baby girl, I almost lost my daughter, Chase, to a near drowning accident. What should have been a great fishing adventure turned into a near tragedy, prevented by several miracles along with the quick response of my husband and his education in Infant/Child CPR and Choking Maneuvers. The smartest decision I made while I was pregnant with my first child was enrolling us in an "optional" CPR course. After living through this terrifying ordeal I immediately recognized that we were given a second chance. I decided to make a positive out of a negative thanks to our happy ending, which proves CPR really works. I created C.H.A.S.E. for Life hoping that our experience would inspire others to get educated. I know C.H.A.S.E for Life will change the statistics in this country by saving children's lives."

*Farley Snow Boyle*

*- Farley Snow Boyle*

## You do not have to be certified to save a child's life

We created the character "Paddy the Penguin" who we hope will become synonymous with CPR instruction like Smokey the Bear is to fire prevention.



*"Paddy the Penguin"*

To find out how you can help or to donate, please contact:

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P.O. Box 443, Little Silver, N.J. 07739

888.547.4460

[www.chaseforlife.org](http://www.chaseforlife.org)

All gifts are tax-deductible as allowed by law

Marketing and Design:

**SPARK**  
brand inspiration

336.992.7774

## You are in the know if you know what to do



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the Education of Infant/Child CPR  
and Choking Maneuvers  
Free and Readily Available  
to the Nation.



[www.chaseforlife.org](http://www.chaseforlife.org)