



City of Medford

Working for You

Continuous Improvement ~ Customer Service

Community CPR Training

Medford Fire-Rescue offers CPR classes for businesses and community groups. The classes are taught by our certified EMTs and Paramedics and are certified by the American Heart Association. All equipment is provided. We may be able to come to your facility to train your staff.

Classes are also offered by Providence Medford Medical Center and the American Red Cross. For more information on Medford Fire-Rescue's program call (541) 774-2300.

Operation C.A.R.E.

Each fall and spring, the Police Department conducts Operation C.A.R.E. (Community Awareness Rejuvenation Effort). Medford Police and approximately 50 community leaders and City representatives conduct a walking canvas of a selected neighborhood. The goal of Operation C.A.R.E. is to speak with residents regarding the livability and other issues affecting their neighborhood.

Residents are asked their opinion regarding the neighborhood's need for social services including emergency food, and energy needs; public safety and law enforcement, which includes drug houses, wanted persons, gang activity, etc.; and code enforcement issues such as blighted homes or properties, health and safety issues, or nuisances. Residents are also provided with information regarding Neighborhood Watch, the anonymous Medford Police Tip Line and services covering emergencies, youth programs social needs.

To learn more about Operation C.A.R.E., please contact Medford's Code Enforcement at (541) 774-2016.

PulsePoint

Emergency Medical Service (EMS) responders in Jackson County have joined forces to promote the February 1st launch of PulsePoint Respond, a mobile app that immediately alerts CPR-trained bystanders when a cardiac arrest is happening in a public place.

Last year, Emergency Communications of Southern Oregon — the 911 dispatch center serving Jackson County — received more than a hundred thousand 911 calls. Of these calls, more than 25% were for EMS help, with many hundreds for heart-related symptoms and cardiac arrest. To improve a person's chance of surviving sudden cardiac arrest, PulsePoint has been integrated into Jackson County's 911 emergency system. "The PulsePoint app is like an Amber Alert for sudden cardiac arrest victims," said Margie Moulin, director of Emergency Communications of Southern Oregon. "It uses location-based technology to alert citizens to a sudden cardiac arrest in their immediate vicinity." The app also notifies users of the closest available AED (automated external defibrillator).

When a cardiac arrest requiring an AED or CPR is reported to 911, citizen users of the PulsePoint app and trained EMS professionals simultaneously receive a notification of the emergency, thereby increasing a person's chance of survival.

"By directly alerting people who are CPR-trained and who are in the vicinity — maybe in a business next door, in a theater seat nearby or in the neighborhood — PulsePoint is able to put the right people in the right place at the right time," said cardiologist Brian Gross, MD. "They can start CPR in the critical life-saving minutes before EMS responders arrive."

Cardiac arrest is a leading cause of death in the United States. The American Heart Association estimates that effective bystander-initiated CPR and AED use provided immediately after cardiac arrest can double or triple a person's chance of survival. "When someone suffers a sudden cardiac arrest, the heart stops beating without any warning so time is critical," Dr. Gross added.

Bringing PulsePoint to the citizens of Jackson County has been a community-wide effort. Project partners include Applegate Fire, Asante, Ashland Fire & Rescue, Emergency Communications of Southern Oregon (ECISO), Evans Valley Fire, Fire District 3, Fire District 4, Fire District 5, Greensprings Fire, Jackson County Health & Human Services, Jacksonville Fire, Medford Airport Fire, Medford Fire-Rescue, Mercy Flights, Prospect Fire, Providence Medford Medical Center, Rogue River Fire, Brian Gross, MD, and Paul Rostykus, MD.

Jackson County joins seven other Oregon counties that have launched PulsePoint in their communities, including Clackamas, Deschutes, Lincoln, Marion, Multnomah, Polk and Washington counties.

About the PulsePoint Foundation

The free PulsePoint Respond and PulsePoint AED (to identify AED locations) apps are available for iPhone and Android and can be downloaded from the iTunes Store and Google Play. PulsePoint is a 501(c)(3) non-profit foundation based in the San Francisco Bay Area. Through the use of location-aware mobile devices PulsePoint is building applications that work with local public safety agencies to improve communications with citizens, empowering them to help increase the survival rate for sudden cardiac arrest. Learn more at www.pulsepoint.org.