

## The Heart Program: Increasing Local Capacity to Reach Underserved Communities with Life-saving CPR and AED Skills

<https://www.maxeys.org/red-cross-training>

**Identifying the Need for Proactive Outreach:** The Marie Maxey Foundation is addressing a lack of access to emergency healthcare identified in the Community Health Needs Assessment (CHNA) by promoting CPR AED training programs in INOVA high-priority zip codes in Centreville (20121, 20109, 20120, 20111) and Lorton (22079, 22060, and 22153). With cardiac arrest continuing to be one of the leading causes of death in the U.S. and underserved communities bearing a disproportionate burden of this crisis, we support a culturally responsive CPR AED training initiative for residents of Centreville and Lorton, Virginia. Our program offers free training in Spanish and English, mentors community members to become paid trainers, and supports their efforts to start part-time businesses in CPR AED training. Under this proposal, we will (1) train 400 residents in CPR AED care for cardiac victims, (2) provide Red Cross certification for 100 residents within the group of 400 trainees, and (3) help establish five Red Cross CPR AED training businesses. Thus, sustainably increasing access to CPR AED training capacity in populations at higher risk of death from cardiac arrest.

**Our Approach:** Red Cross-Certified CPR/AED Training in Spanish with Workforce Impact - A market review indicates that CPR training in Spanish is extremely limited. Between August 2025 and July 2026, we will train 400 residents in CPR/AED across high-need neighborhoods and certify 100 with American Red Cross CPR/AED credentials (valid for two years). In parallel, we will mentor five local community members to become Red Cross-certified instructors and give them the tools to launch their own part-time CPR/AED training micro-businesses to begin career pathways in the healthcare field. Through community outreach events, scholarship-supported certification fees, and bilingual instruction, this project bridges public health and workforce development, ensuring life-saving training reaches those who need it most.

Many residents in these communities work in education, childcare, eldercare, or healthcare support – industries where CPR/AED certification is required or highly valued. Yet the cost and inaccessibility of training often serve as barriers to advancement. Under a Memorandum of Understanding with the Centreville Immigration Forum as well as an ongoing working relationship with South County Church and the Lorton Community Action Center, we will provide bi-lingual, community outreach to highlight the importance of healthy lifestyles, discuss the threat of heart attack and cardiac arrest, and provide training in CPR AED emergency response. By mentoring others to become Red Cross-certified instructors and assisting them to establish a micro-enterprise, we will create a sustainable CPR AED training capacity in the Centreville and Lorton communities and provide entry into healthcare as possible future careers.

**Action Plan and Budget-Linked Implementation** - The Marie Maxey Foundation provides bilingual CPR/AED training to underserved communities. Red Cross-certified instructors will lead training to ensure the participation of as many people as possible in two levels of service:

- (1) Non-Certified, Free CPR/AED Training: Instruction and hands-on training; and
- (2) Certified CPR/AED Training: A 2-hour course for a two-year Red Cross certification.

The five Marie Maxey Foundation trainers mentored under this proposal will provide non-certified and Red Cross-certified training. Within the group of 400, these new trainers will

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provide certified training to 100 residents in the high-priority zip codes. Our foundation will give certification training fee scholarships valued at \$75 per participant for the first 20 Red Cross-certified trainees from each of the five trainers. In this way, the newly certified trainers will gain teaching experience and earn income to help them create a sustainable business strategy. We will mentor the trainers at each step and assist them in establishing their businesses.

### **Program Goals and Budget Overview**

**Five Red Cross-certified Trainers - \$2,500** - The Marie Maxey Foundation will fund the trainer certification costs for five English and Spanish-speaking residents to become Red Cross-certified trainers at the cost of \$500 each (paid to a Red Cross-affiliated training facility -- instructor course itself typically costs \$350 plus \$150 for prerequisite entry-level CPR AED training). Working with these Red Cross-certified trainers, we will assist them in providing CPR AED training to 400 residents (with 100 of these participants becoming Red Cross-certified).

**Training Equipment—\$10,500** - To support the five Red Cross trainers, we will purchase five sets of equipment needed for them to conduct their own classes and provide CPR AED training and certification. The equipment will consist of MCR Medical PRESTAN CPR Adult Manikin 4-Pack with Feedback, Infant Manikin 4-Pack with Feedback, 4 AED trainers, a Wheeled Carryall, and MCR Accessories. Each set is \$2,100, for a total of \$10,500.

**100 Residents for Red Cross Certification for CPR AED – \$7,500** - Working with the five trainers, we will provide scholarships for 100 residents (out of the 400 residents receiving CPR AED training) to obtain Red Cross certification. Each scholarship, valued at \$75 (the average price for Red Cross CPR AED certification in Fairfax County), helps the community trainer establish their Red Cross certification business and provide the real-world experience needed to create a sustainable enterprise. The cost of the 100 scholarships totals \$7,500.

**Community Outreach in Centreville & Lorton Communities—\$1,000** - We will partners will local organizations to participate in five community health events through CPR demonstrations, provision of heart-healthy information, and discussions with residents attending these events. Equipment required will be a portable table, signage, poster boards, and handouts, including 200 coloring books on hypertension, "Hypertension en Nuestra Familia," 1,000 - 30:2 (30 compressions & 2 breaths) keychains with a face shield for providing CPR cycles.

**Budget: \$21,500** – (1) Instructor Certification (5 youth) - \$2,500; (2) Training Equipment - \$10,500; (3) Scholarships – CPR AED Training for 100 residents of underserved communities. - \$7,500; and (4) Community Outreach - \$1,000

Our initiative will increase community capacity to respond to cardiac emergencies while equipping residents with credentials that open doors to employment in schools, clinics, and care settings. By aligning CPR/AED training with workforce readiness and culturally competent outreach, this program addresses urgent health disparities while investing in long-term community resilience for Black and Hispanic residents of Centreville and Lorton, Virginia. It is worth noting that 95 percent of the funding will go to community outreach to promote heart-healthy activities and teach emergency skills to save lives. At the end of the one-year program, Fairfax County will have an additional five Red Cross-certified training businesses partnering with local community organizations to sustainably provide these services.