



Filling in the Missing Piece

An International Initiative

During disasters and terrorist attacks, one need has come to the forefront more than any other -- the need to get victim's identification, medical history and emergency contact information as quickly as possible. The Next of Kin Education Project, Next of Kin Registry and Shoewallet.com have joined forces to launch an international public awareness initiative, highlighting ten quick and easy ways to safeguard your family in the event of a life-threatening situation, by filling in that missing piece. If **you** knew that spending 15 minutes right now could save the people you love in the event of an emergency, would you do it? Of course you would and so would your readers or viewers.

DID YOU KNOW THAT...

- Each year approximately one million people end up in the emergency room unconscious or physically unable to make medical decisions for themselves.
- Nearly 200,000 people die each year due to misdiagnosis or medical error – a direct result of lack of information regarding medical history and medical conditions
- As emergency workers worldwide have found during the London subway bombings, the Tsunami and 9/11, one of the most difficult tasks during a major emergency, is quickly locating injured victims' identities, emergency contact information and medical/medication history.
- Most accidents happen when people are within a few blocks of their home, out jogging, or doing a quick errand – exactly when people feel the most comfortable running out of the house "for a few moments" without their wallet, purse or ID.
- A week after 9/11, there were 2,100 unclaimed children in child care centers all over New York, because day-care workers had no emergency contact information on who to call in case the parents didn't arrive to pick them up.
- In 44 states, hospitals have no legal obligation to call your next of kin or emergency contact even if you arrive at the hospital unconscious or physically unable to speak for yourself or give informed consent.
- Countless families nationwide have horror stories of the anguish they suffered when discovering that their loved ones were in an accident or critically injured without the hospital, notifying them for hours, days or even weeks – and many times not until their loved one had already died.

HOW DID THIS INITIATIVE BEGIN?

- Janet and Laura Greenwald, a mother and daughter writing team, were living and working in Los Angeles, while Janet's 71-year-old mother Elaine, was living a very active and independent life in Chicago. After slipping and falling in her bathroom one afternoon, Elaine was later found by neighbors and taken to a local hospital. Along with open lacerations on her arms and legs, when Elaine fell, she hit her head and mouth on the floor, rendering her completely unable to communicate, to give doctors a medical history or to make medical decisions for herself.
- Despite having her contact information right on her chart, the hospital didn't bother calling Janet or Laura to tell them that Elaine had been hospitalized. She was in stable condition for the first two days, but complications arose. Six and a half days later, the hospital finally called Janet, only hours before Elaine died unnecessarily and completely alone.



- Reports from all the investigative agencies came to the same conclusion – had the hospital taken the time to call her family and retrieve her current medical history, Elaine would have lived. With this information, the hospital would have known not to give her a drug that critically interacted with one she was taking. And having her family at her side would have enabled Elaine to get the medical care that she needed, including the tube feedings and aggressive antibiotics that would have saved her life.
- When Janet and Laura received the records documenting every bit of negligence, while researching the wrongful death case, their grief turned to action, trying to find answers to their questions and looking for a way to keep this from happening to anyone else ever again. That's when they discovered something unbelievable. There weren't any state or federal regulations that required hospitals to contact a patient's family, even if the patient cannot communicate or give informed consent.
- So they partnered with legislators to create the Next of Kin Law, which was enacted into law in both Illinois and California and later joined forces with Congressman Jesse Jackson, Jr. to introduce a federal version of the bill into the House of Representatives (HR 2560). When hospitals required best practices to comply with the new law, the Greenwald's created the non-profit Next of Kin Education Project. The project's *Seven Steps Information Kit*, is a training kit that is distributed free of charge to hospitals nationwide. It gives hospitals the tools they need to train staff how to perform next of kin notifications quickly and easily in almost any situation.

PITCH

We'd like to share with your audience quick and easy steps that every family can do in 15 minutes or less, to safeguard the people they love. Here's a sampling of the topics Next of Kin experts will cover:

- **Where to keep critical medial and contact information in your home so that emergency personnel have the information they need to save you and your family's lives.**
- **How to ensure your cell phone, home phone or PDA is set up to help emergency personnel locate your emergency contact information quickly. The London bombings gave us all a great new way to do this (ICE).**
- **How to keep your ID, contact and medical information at arm's reach, even when you're not carrying a wallet or a purse.**
- **How to register for the most widely trusted nationwide system that agencies, paramedics and hospitals use to find the emergency contact information of unconscious patients.**
- **How to safeguard copies of vital documents and information. As victims of Hurricane Katrina have found, when you have to function after a major disaster, being without them can be a huge problem.**
- **How to obtain and maintain secure, password-protected cards that can supply any hospital with all of your medical records in seconds, allowing any physician to treat you with your medical history and special needs in mind, even if you're away from home.**
- **How to keep your children safe in an emergency and ensure that their schools and hospitals have the information they need to care for your children in the event that you're unable to reach them.**
- **How the federal next of kin legislation can make your hospital safer for your family and how you can help make it a reality.**



- **How to keep your special-needs family members safe in an emergency, with a special focus on Alzheimer's and seniors who live alone.**
- **How to give hospitals and medical personnel the tools they need to identify unidentified patients and quickly locate a patient's next of kin contact information.**
- **How your hospital can make it easier for you to communicate with critically ill loved ones until you can reach them.**
- **How to keep all of this information up-to-date, so you'll never have to worry about these issues again.**

FOR MEDIA INQUIRIES PLEASE CONTACT:

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Brian Ouellette (206) 498-4180 brian@shoewallet.com

EXPERTS

Mark Cerney, a certified EMT, lost a very dear family member early 1990 in San Diego; CA. Mark was never notified as her next of kin despite the fact that his name was included in her medical records. He couldn't understand why a system was not in place to help locate him or his family. When our country was impacted by international terrorism on 9/11/2001, Mark knew that change was needed and fast. Mark spent the next 3 years working and brainstorming ideas to create a next of kin system that would make a global impact. On 01/01/2004 the National Next Of Kin Registry (NOKR) International Emergency Contact System was born.

- NOKR is a high-speed solution to locating an individual's Next Of Kin in urgent situations locally, nationally and internationally. This service is designed to anyone whose family member is missing, injured or deceased. NOKR is a free service to the public as well as the local and state agencies using the search service. Currently NOKR has registered over 5 million individuals and families worldwide.
- On November 19th, 2005 NOKR will launch a historic campaign called Reach Out To America (ROTA). ROTA will become the first and largest ever US campaign to register an individual's next of kin or emergency point of contact in 50 States and over 250 US cities nationwide. NOKR will visit 5 plus cities in each state. Our goal is to educate and provide the NOKR service to individuals, families, Native Americans, seniors, disabled citizens and homeless individuals in rural areas of America. NOKR will emphasize on helping those who do not have direct media or Internet access and establishing an alliance with the local authorities, civic and tribal leaders. For more information see biography page or visit www.nokr.org

Laura and Janet Greenwald CEO & COO/The Next of Kin Education Project

See Biography Page

Brian Ouellette President/Shoewallet.com

See Biography Page

OTHER EXPERTS FOR APPEARANCES/QUOTES (BASED ON AVAILABILITY)

- **Rep. Jesse Jackson, Jr./US Congressman and Author of the federal Next of Kin Legislation**
- **SpectraLink Corporation/Various Executives**
- **OnFile.com/Various Executives**
- **Alzheimer's Association/Various Spokespersons**



BIOGRAPHIES

S. Brian Ouellette

S. Brian Ouellette graduated from the University of Washington, Seattle, Washington in 1994. For a decade he was in the asset management business. This included work on the trading floors of the Chicago Board of Trade, institutional trading floors on Wall Street, with bulk of it on the Private Client asset management side in Seattle, Washington.

In Seattle, he provided the daily, live business reports from his office for the FOX affiliate Morning TV show for 3.5 years (12 largest media market in the US). With over 2,500 live TV appearances, he reported during the largest rise and fall in the history of the US equity markets.

An avid runner, running in excess of 1,100 miles in 2004, he launched shoewallet.com in 2003 as a side venture with his brother to offer a handy tool to the active running community.

From customer feedback and market study they quickly realized that a high percentage of people participating in outdoor activities (walking, jogging, cycling, traveling, etc.) were not consistently carrying ID. Statistically they realized this was a serious, yet fixable problem.

As a result they launched the Safer Roads & Trails Campaign; Be Smart. Be Safe. Carry ID.™ To accelerate campaign, they began to develop partnerships with organizations around the US to increase awareness on the need for action. Featured in national print publications, television and radio, the campaign continues to build momentum every week.

In April of 2004, he left Wall Street to pursue development of shoewallet.com and the Safer Roads & Trails Campaign as a full time venture.

In September, he will be beginning his 3rd term as Chair on the Board of Directors of the MIT Enterprise Forum, Washington Chapter. Enjoys running, boating, traveling and spending time with wife, family and friends.

Mark Cerney

Mark Cerney, a San Diego native, has been involved in a number of organizations committed to connecting families in crisis situations. This includes the creation of Bellingham Washington based Community Care 2000. This service surveyed rural and suburban populations to identify those with special needs in case of fire and emergency medical situations. Under Cerney's leadership, the group developed a database of citizens who might need particular help in an emergency. The program expanded into an educational program for these families through the local fire and emergency service organizations. Mark has also been involved with such fine organizations as the California Youth Authority, Whatcom County Fire District, Clark County Coroners Office Las Vegas, and is a certified EMT.

Janet and Laura Greenwald

Janet and Laura Greenwald are one of the only mother/daughter writing teams in the entertainment industry. After being introduced to the industry by Michael Landon, they began their careers in production on Miller/Boyett sitcoms. Jan and Laura soon found themselves going in a more creative direction, and with the help of the shows producers, soon segued into a mother and daughter writing team.

After working on corporate and industrial films for Emmy winning Sunbreak Digital Multimedia and freelance assignments for publications including Screen Magazine and The Tolucan, the duo began creating and writing original television and motion picture projects. Bringing a unique two-generational voice to their work, Janet and Laura are currently developing and pitching their original one-hour series and features including "Capitol Hill", "Unresolved Acts", "Reach for the Stars", "Hidden Agenda" and "Without Consent".



When Jan's mother Elaine suddenly passed away in a Chicago hospital, the writing team's focus changed, as they tried to piece together the truth behind what had happened to her. Besides discovering that her death had been caused by massive medical negligence, Jan and Laura found out that the hospital had waited over six days to get in touch with them to tell them Elaine had been hospitalized, making them unable to make it back to Chicago in time to be at her side. Just a few hours after the hospital finally told them she was in critical condition, Elaine died unnecessarily alone.

After uncovering a loophole in the laws which regulate the notification of the next of kin of hospital patients, they began to research the handful of notification statutes that existed in other states. Then with help of legislators in Illinois and California, created, wrote, lobbied for and enacted the Next of Kin Law. Jan and Laura are currently working with Congressional Representatives including Rep. Jesse Jackson, Jr. to enact a federal version of the law (HR2560), which was introduced in May of 2005.

When hospitals clamored for help complying with the new law, the mother and daughter team joined forces with medical experts to establish the non-profit Next of Kin Education Project. The project's *Seven Steps Information Kit*, is a training kit that is distributed free of charge (with help from its sponsors) to hospitals nationwide. It gives hospitals the tools they need to train staff how to perform next of kin notifications quickly and easily in almost any situation.

As writers they have recently come full circle, by turning their experiences into a screenplay called "Without Consent" which they hope will help keep other families from going through the same horrible experiences that they did. For more information on the Next of Kin Education Project, go to <http://clik.to/7steps> and on the Next of Kin federal legislation <http://clik.to/nok>.