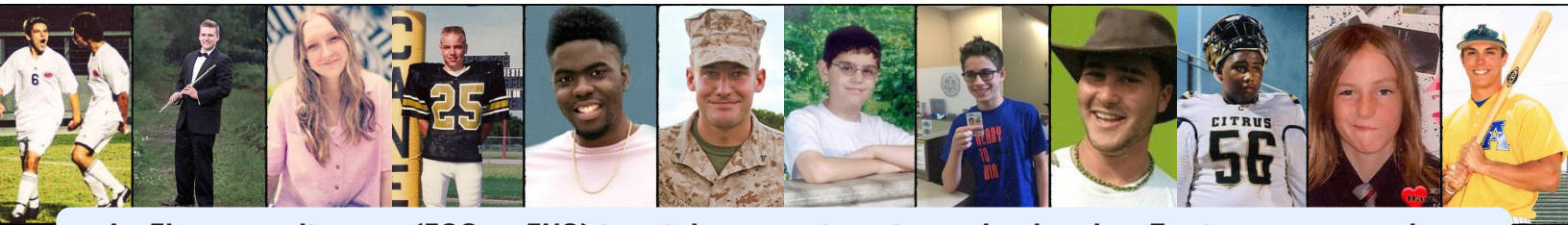




WHO WE PLAY FOR

HEART SCREENING

For Every Kid Who Never Had The Opportunity



An Electrocardiogram (ECG or EKG) is painless, non-invasive and only takes 5 minutes to complete.

Each ECG is read by a board certified pediatric cardiologist.

WHEN:

07/18/2026 10:00 AM - 02:00 PM

WHERE:

1172 Goodlette-Frank Rd STE 201, Naples, Florida,
34102

COST:

\$20

REGISTER :

[http://whoweplayfor.org/form-redirect?id=261764647
354062](http://whoweplayfor.org/form-redirect?id=261764647354062)



To learn more about Who We Play For or to get involved, visit whoweplayfor.org

80%

No symptoms prior to
sudden cardiac arrest
event

1 IN 300

Youth have a detectable
heart condition

1

Cause of death on school
campuses and in student
athletes



ARHI
ADVANCED RESEARCH FOR HEALTH IMPROVEMENT



**WHO WE
PLAY FOR**

HEART SCREENING

07/18/2026

10:00 AM - 02:00 PM

1172 Goodlette-Frank Rd STE
201

Naples, Florida, 34102

Heart screening for students.
ONLY open to ages 10-25.

Sign up on our website
Or use this QR code

Sudden Cardiac Arrest (SCA) is the leading cause
of death in student athletes and in the school
system, most of which can be prevented.





WHO WE PLAY FOR

Sudden Cardiac Arrest (SCA) is the leading cause of death in student athletes and in the school system, most of which can be prevented. **Electrocardiogram (ECG or EKG) heart screenings are now required prior to participation in Florida high school athletics** and Who We Play For (WWPF) is honored to screen children across the state and country.

Together, we are advancing the standard of care. The result will be a generation that gets to grow up.



Lives Saved **400+**

How it Works

- 1 Select a screening through our website: <https://www.whoweplayfor.org/heart-screening-registration>
- 2 WWPF and school district provide ECGs to students on site.
- 3 ECGs are interpreted by pediatric cardiologists volunteering with WWPF.
- 4 Results are delivered to the students' guardians and are connected with appropriate follow-up care.

Electrocardiogram (ECG) Screenings

Quick, Effective & Affordable

5 Minutes

Amount of time it takes to screen 1 student.
**Quicker with pre-registration*

~95% vs ~4%

ECGs are more effective at identifying those at risk than physical evaluation alone.

~2%

False positive rate since the implementation of the International Criteria for ECG Interpretation in Athletes.

\$20 vs ~\$150

An ECG with WWPF is \$20 compared to the typical cost. **For any prospective student-athlete falling under the SB1070 requirements unable to afford their screening, it is free.*

Less Than 3%

Number of screenings that are flagged as abnormal.

Sign Up Here

To learn more about WWPF, visit our website and social media channels!



For Every Kid Who Never Had The Opportunity

Flyer Summary

Title: Community ECG Screening at ARHI Naples

Summary: Join Who We Play For for a ECG Screening Event at Advanced Research for Health Improvement of Naples. If your child plays an FHSAA sanctioned sport, this will fulfill the requirement for the newly enacted Second Chance Act. For questions and more info, please visit whoweplayfor.org.

Event Date: 18 Jul 2026

Address: 1172 Goodlette-Frank Rd STE 201

Company: Who We Play For

Email: sofia.johnson@whoweplayfor.org

*These flyers are shared for informational purposes and do not represent District-sponsored or District-supervised events.
Sharing these materials does not imply endorsement by Collier County Public Schools.
The purpose of Community Flyers is to connect CCPS families with out-of-school-time community activities and opportunities.*

