

## **Turning Heartbreak into Hope, Senator Pfaff Introduces “Bubba's Law” to Increase Access to Life-Saving AEDs**

*By: State Senator Brad Pfaff*

Growing up in western Wisconsin and spending most of my adult life here, I continue to be proud of the kindness neighbors show to each other and to strangers and amazed by this community's resilience in times of struggle and tragedy.

Last fall, on September 16, UW-La Crosse women's basketball coach, Coach Mo, and her husband, Alex, lost their three-month-old son, Charlie, affectionately known as “Bubba.” Though Bubba's time with us was brief, it's clear that he brought profound light and joy to those around him. The UWL Women's Basketball Team even honors Charlie with the title of “Forever Sixth Man.”

Coach Moran, her husband Alex, and their friends and families turned their devastating heartbreak into action. Rooted in love, resilience, and a shared purpose, they launched Bubba's Fund. The mission of Bubba's Fund begins right in the City of La Crosse, aiming to place an AED in every child care center in the city and working to prevent the preventable.

At the end of August, Bubba's Fund successfully hosted their 1st Annual Benefit, which brought hundreds of community members together and raised money to support the family's lifesaving initiative. Thanks to the ongoing work and determination of Bubba's Fund, La Crosse could become the first city in the nation to install AEDs in every licensed child care center!

To build on the support and momentum that Bubba's Fund has received and expand the impact of their goal, I'm proud to author Bubba's Law to create a \$1 million-per-year grant program to help equip licensed child care centers across our state with an AED.

In Wisconsin, child care providers are already trained in AED use, but without access to the device itself, that training can't save lives. Should the legislation pass, child care providers will be better equipped with the tools needed to save lives at a time when every minute counts, not just for children but for all who may experience a cardiac emergency.

This bill honors Bubba's short but meaningful life. Through their work with Bubba's fund, Coach Mo, Alex, and their family and friends reminded us how community, friendship, and purpose can lead to real change. Together, we're turning heartbreak into hope and making Wisconsin safer for generations to come.

Let's get this bill passed and signed into law.