

# SHOCKINGLY SIMPLE

- ECG - RESTART A HEART - ECG -



## Communication Tools

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To increase the registration rate of AEDs in Seattle & King County, its important to help spread the word about buying and registering an AED. After all, an AED may be the only chance for survival for a Sudden Cardiac Arrest (SCA) victim. But, AEDs don't work if we can't find them.

Please see sample communication materials below to help spread this important message. While these samples provide key educational messages and statistics, we encourage you to customize these templates for your needs. For more information, please visit [www.kingcounty.gov/aed](http://www.kingcounty.gov/aed).

### SAMPLE EMAIL

Hi Team -

Did you know every year more than 300,000 Americans die from sudden cardiac arrest (SCA) - a condition in which the heart unexpectedly stops beating? It can happen anywhere, to anyone, at any time. And when it occurs - seconds count.

This is why we have joined the Shockingly Simple campaign. We purchased an Automated External Defibrillator (AEDs) for [ENTER COMPANY NAME HERE]. AEDs are designed to diagnose a life-threatening abnormal heart rhythm. If an abnormal heart rhythm is found, the AED will determine the need to deliver a shock to restore the heart's normal rhythm before emergency teams arrive. AEDs are very simple to use and each device provides step-by-step audio instruction to walk you through the process.

We will also alert our neighbors and register our AED with Public Health - Seattle & King County to ensure 911 operators know its location and can direct people to it in case of an emergency. We believe having an AED is not only good business practice for us, but also helps our local community.

The AED management and registration will be handled by [ENTER NAME OF POINT PERSON FOR AED], who will also coordinate training for any interested employees. Currently, the AED is located by [ENTER THE LOCATION OF THE AED].

If you have any questions or would like to learn more, please see [NAME OF POINT PERSON] or visit the Shockingly Simple campaign page at [www.kingcounty.gov/aed](http://www.kingcounty.gov/aed).

Thank you,

[SIGN YOUR NAME HERE]

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## SAMPLE NEWSLETTER

**It's shockingly simple to save a life.** The Emergency Services Division of Public Health – Seattle & King County launched the Shockingly Simple Campaign to increase adoption and registration of Automated External Defibrillators (AEDs) in Seattle and King County. Every year more than 300,000 Americans die from sudden cardiac arrest (SCA) – a condition in which the heart unexpectedly stops beating. It can happen anywhere, to anyone, at any time, even to those with optimal heart health. And when it occurs – seconds count.

AEDs are designed to diagnose this life-threatening abnormal heart rhythm caused by SCA and will determine the need to deliver a shock that will restore the heart's normal rhythm before emergency teams arrive. In many cases, AED use is a victim's only chance of survival. In fact, studies have shown a 70-80% chance of survival if an Automated External Defibrillator (AED) is used within minutes on an SCA victim.

"It's shockingly simple to restart a heart with an AED," said David Fleming, PhD. and executive director of Public Health – Seattle & King County. "We launched this campaign with the support of business and community leaders to encourage professionals to purchase and register AEDs, which have the potential to save lives within their organizations and communities."

*[ADD DETAIL ABOUT YOUR ORGANIZATION'S SUPPORT OF THE SHOCKINGLY SIMPLE CAMPAIGN.]*

To learn more about the Shockingly Simple campaign or to register your AED, please visit:

[www.kingcounty.gov/aed](http://www.kingcounty.gov/aed).

## SAMPLE TWEETS

- **Sample Tweet:** SCA kills more than 300,000 Americans a year. Read more about the Shockingly Simple Campaign to save lives with an #AED. [link to campaign page]
- **Sample Tweet:** Cardiac Arrest victims have a 70- 80% chance of survival if an #AED is used in minutes. Does your business have one? [link to campaign page]
- **Sample Tweet:** We support the Shockingly Simple campaign to increase #AEDs in the community. Is yours registered? [link to campaign page]