

SHOCKINGLY SIMPLE

— ECG — RESTART A HEART — ECG —



OVERVIEW

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.

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. For many victims, a shock from an AED is the only chance for survival.

AEDs are simple and easy for anyone to use. AEDs are portable, perform regular electronic self-checks and are optimized with voice prompts to guide a user. Regardless of manufacturer, AEDs are designed to diagnose a life-threatening abnormal heart rhythm. If one is not found, the AED will not deliver a shock. 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. It's that simple.

BUT, AEDS DON'T WORK IF WE CAN'T FIND THEM.

Today less than 1,000 organizations have registered AEDs with the Emergency Medical Services Division of Public Health – Seattle & King County. Registering an AED helps 911 dispatchers match the location of SCA victims with the nearest AED. When seconds count – locating the nearest AED can be a matter of life and death.

Think of an AED like a fire extinguisher or smoke alarm - crucial for any business. Is your business or organization prepared?

To learn more about the Shockingly Simple campaign or to register your AED, please visit:
www.kingcounty.gov/aed

IT'S SHOCKINGLY SIMPLE TO SAVE A LIFE.

“ Sudden Cardiac Arrest can happen to anyone, anytime, anywhere. In fact, every six minutes someone collapses from cardiac arrest. I am joining the Shockingly Simple campaign because I know that together, business leaders, nonprofits and community leaders can help save lives by increasing the number of Automated External Defibrillators or AEDs in the workplace. We must work to get them more widely distributed so our heroes can be successful, because every second counts ”

- Dr. Stephen Anderson MD, American Academy of Physicians President

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SIMPLE FACTS

- According to the National Institute of Health, 60% of sudden cardiac arrest deaths occur outside the hospital.
- The chance of restarting the heart diminishes quickly, decreasing the chance of survival by 10% for each passing minute. If it is delayed by more than 10 minutes, the chance of survival in adults is less than 5 percent.
- AEDs are affordable ranging from \$1,000 - \$2,000.
- A 1998 Washington State AED law grants immunity from civil liability for a person or entity who acquires and uses a defibrillator. (Source: RCW 70:54:310)
- Studies have shown a higher incidence of SCAs in certain public locations, listed below:

Airports
Businesses
Community/senior citizen centers
Dialysis centers
Ferries/train terminals
Golf courses
Health centers/gyms
Jails
Large industrial sites
Large shopping malls
Nursing homes
Sports/events complexes

- AEDs should be placed in publically accessible locations that are well-marked and located near a telephone. Many AEDs can be found by exits, near elevators and near fire extinguishers.



We at Ben Bridge are pleased to join the Shockingly Simple Campaign. For decades, Seattle and King County have been leaders in preventing death from heart failure. Encouraging organizations to purchase and register AEDs is another way that we can help the region remain the number one place in the country to survive sudden cardiac arrest.



- Jon Bridge
Ben Bridge Jeweler



Every second counts when somebody is experiencing a cardiac event. Actions taken in the first few minutes during a cardiac arrest can make the difference between life and death. Automated External Defibrillators (AEDs) have made it possible for the public to provide defibrillation before our first firefighters arrive. Public access AEDs are improving the public's ability to save lives.



- Mike Eisner
Bellevue Fire Chief