

EMBARGO 00:01 Thursday 8 June 2017

WORLD HEART RHYTHM WEEK 5-11 JUNE 2017

DOES YOUR POLLING STATION HAVE A DEFIB?

ARRHYTHMIA ALLIANCE CALLS FOR EVERY PUBLIC BUILDING TO HAVE AN AUTOMATED EXTERNAL DEFIBRILLATOR (AED) ACCESSIBLE TO THE PUBLIC

“UP TO 250 PEOPLE EACH DAY SUFFER A SUDDEN CARDIAC ARREST, LESS THAN 20 PERCENT SURVIVE, IMMEDIATE USE OF CPR + AED COULD SAVE UP TO 80 PERCENT OF THESE VICTIMS”

8 June 2017, London: As people go to vote in today’s General Election, Arrhythmia Alliance (A-A), is asking everyone to look for, and ask where, the polling station AED is placed and to let A-A know by going to @KnowYourPulse, sending an email to info@heartrhythmalliance.org or calling 01789 867501.

“As part of World Heart Rhythm Week, the General Election provides an ideal opportunity for us to engage the public to help identify where public access defibrillators are available across the UK. We believe that all public buildings, especially those used as polling stations should each have an accessible AED,” said Trudie Lobban MBE, Founder and Trustee, Arrhythmia Alliance.

“One of the aims of our manifesto, ‘Now is the time – to save lives from sudden cardiac arrest’, is to map where AEDs are placed. We have built a national AED location database over the last five years but know that many thousands of AEDs are still not mapped or connected to the local ambulance service, which can prevent them from being used to save someone’s life,” she added.

Up to 250 people a day suffer a sudden cardiac arrest in the UK and will need an immediate response with CPR and an AED to restart their heart – calling 999 is essential, but time is critical if they are to survive. Without early intervention, a person has only a 5% chance of survival, CPR on its own increases this to 9%. If an AED is used to defibrillate the heart the person’s chance of survival increases dramatically to 50% or more – it is crucial that the general public has access to an AED and together with CPR uses it to help save a life.



NEWS RELEASE

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In the UK, the average time for an ambulance/paramedic to reach someone in SCA is up to 8 minutes – however, the chance of a person surviving an SCA decreases by 10% for every minute's delay in defibrillation. AEDs do not require training as most tell you what to do and can be used by anyone to shock a person's heart back to normal rhythm if they suffer a sudden cardiac arrest.

Arrhythmias cause up to 100,000 sudden cardiac deaths each year in the UK; over 250 every day, more deaths than breast cancer, lung cancer and AIDS combined.

As well as placing AEDs across the Country, Arrhythmia Alliance runs awareness campaigns, such as those with Fabrice Muamba and Bernard Gallacher, well-known survivors of SCA who work with and actively support the Arrhythmia Alliance, who also hold AED familiarisation events to educate the public giving them the confidence to act when needed if someone nearby suffers an SCA.

For more information go to: www.defibssavelives.org

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Notes to editors

For an interview with Trudie Lobban MBE, please contact:

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- For more information on Arrhythmia Alliance and World Heart Rhythm Week go to www.heartrhythmweek.org

Enclosed photo captions

- AED on public building
- Bernard Gallacher and family at launch of 'Defibs Save Lives' campaign
- LifePak CR Plus AED

ARRHYTHMIA ALLIANCE

Arrhythmia Alliance, are global advocates, working in partnership to reduce deaths and impact on individuals caused by cardiac arrhythmias and their associated morbidities. By raising awareness and campaigning for the improved detection and care of heart rhythm disorders, Arrhythmia Alliance



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aims to extend and improve the lives of the millions around the world that these conditions affect.

Visit website www.heartrhythmalliance.org

SUDDEN CARDIAC ARREST (SCA)

SCA happens because of a problem in the heart's electrical system, caused by an abnormal heart rhythm; or cardiac arrhythmia. The most common arrhythmia that leads to SCA is called ventricular fibrillation (VF).

A person's heart will stop beating without warning when they suffer SCA, they will collapse, lose consciousness and look extremely pale. SCA strikes without warning, regardless of age, killing 100,000 people in the UK every year. It requires immediate treatment to keep blood pumping and to restart the heart to prevent brain damage and death, therefore immediate defibrillation is critical. CPR alone will not restart a heart following SCA but can keep the victim alive until an ambulance crew arrives – which in the UK is usually within eight minutes of a call to 999. CPR alone saves 9% of victims.

Immediate CPR and defibrillation with an AED increases chance of survival to 50%. Survival rates drop 7-10% for every minute without defibrillation. Quick action can make the difference between life and death.