

EMBARGOED UNTIL 00:01 TUESDAY 18 OCTOBER

ARRHYTHMIA ALLIANCE PLACES 3000TH PUBLIC ACCESS DEFIBRILLATOR ON WORLD RE-START THE HEART DAY

“AEDs must be as commonplace as fire extinguishers and smoke alarms if we are to dramatically reduce the number of deaths from sudden cardiac arrest in the UK.”

London & Birmingham, UK: Arrhythmia Alliance, the UK’s leading heart rhythm charity, has placed its 3000th automated external defibrillator (AED) in recognition of World Re-start the Heart day.

Trudie Lobban MBE, CEO & Founder, Arrhythmia Alliance said, “To place 3,000 AEDs since we launched our Defibs Save Lives campaign in 2013 is a fantastic achievement, and will ensure many people’s lives are saved from sudden cardiac arrest, the UK’s leading killer – more than lung cancer, breast cancer and HIV/AIDs combined. We know of many people whose lives have been saved through the AEDs we and our partners have placed. However, more needs to be done, and our vision is to make AEDs as commonplace as fire extinguishers and smoke alarms across the UK.”

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.

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 and can be used by anyone to shock a person’s heart back to normal rhythm if they suffer a sudden cardiac arrest.

As well as placing AEDs across the Country, Arrhythmia Alliance runs awareness campaigns and 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

For an interview with Trudie Lobban MBE, please contact:

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NEWS RELEASE

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Notes to editors

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

Visit website www.hearhythmalliance.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.