

## Public Access Defibrillation (PAD) Program Announcement News Release

The American Heart Association and Contra Costa County EMS have created a press release template for community PAD programs. Please tailor this release to fit with the needs of your program.

DATE:

FOR RELEASE: CONTACT:

(Company Name) Announces Lifesaving Defibrillation Program

(City, Date) – Starting (date) employees, clients and visitors of (company name) will have a better chance of surviving a sudden cardiac arrest (SCA) because of a newly installed automated external defibrillator(s) (AED(s)). The AEDs are part of the company’s new public access defibrillation program, which trains company volunteers to recognize a cardiac emergency and use the device to shock the heart into a regular rhythm. “We want to be sure we can effectively respond to any medical emergency that happens on our property,” says (company spokesperson).

More than 400,000 people suffer out-of-hospital sudden cardiac arrests annually in the US. Sadly less than ten percent of those who suffer SCA outside the hospital survive. Cardiac arrest is a condition in which abnormal heart rhythms called arrhythmias cause the heart’s electrical impulses to suddenly become chaotic. When this happens, the heart stops abruptly, and the victim collapses and quickly loses consciousness. Death usually follows unless a normal heart rhythm is restored within a few minutes. Defibrillation, which means delivering an electric shock to the heart, is the only known treatment to restore the normal rhythm. For every minute defibrillation is delayed, the victim’s chances of survival go down by 10 percent.

According to a company spokesperson, concern about being able to ensure quick defibrillation caused them to set up an public access defibrillation program. “We have a large employee population in a complex facility that is difficult for the EMS system to reach quickly, so we worked with Contra Costa County Emergency Medical Services to set up our program,” said (company spokesperson).

AEDs are safe and easy to use, making it possible for non-medical personnel to be trained to provide rapid defibrillation. More and more companies are taking this step since legislation providing limited liability for non-medical AED users is in place. The American Heart Association recommends that any facility in which large groups of people congregate consider establishing a defibrillation program. This is especially true in high-security companies, high-rise buildings, gated communities, sprawling manufacturing plants and remote sites. It is estimated that establishing these defibrillation programs could help save as many as 40,000 lives per year.

For more information on Public Access Defibrillation – [cccems.org](http://cccems.org)