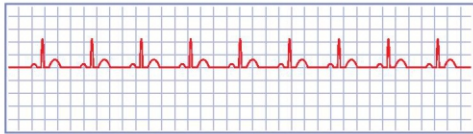


Are You Prepared For Sudden Cardiac Arrest?

What is Sudden Cardiac Arrest?

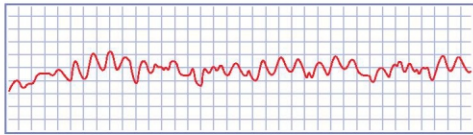
Normal Heart Activity:

Note the regular pattern with each beat of the heart.



Sudden Cardiac Arrest:

The heart enters a chaotic, typically ventricular fibrillation (VF) rhythm, as shown below.



Problem:

The heart cannot pump blood effectively and the victim will collapse.

Symptoms:

- ▶ Victim is unconscious
- ▶ Not breathing spontaneously
- ▶ No pulse

How Serious Is It?

- ▶ From 400,000 to 460,000 people are impacted each year in the US alone
- ▶ Can happen to anyone, anywhere, anytime
- ▶ Only 5–10% currently survive nationwide
- ▶ Survival rates above 50% have been achieved when effective CPR is applied and Automated External Defibrillators (AEDs) are readily available

How Critical is Response Time to Survival?

Every minute that passes without defibrillation reduces survival rate by 7–10%.

