

Beat the odds.

Defibrillation could save your life. Or someone else's.

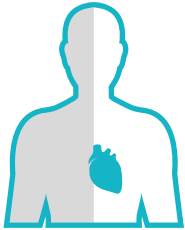


PERFECTLY SAFE



An AED will only deliver a shock if it detects a **lethal heart rhythm**

90 AUSTRALIANS A DAY



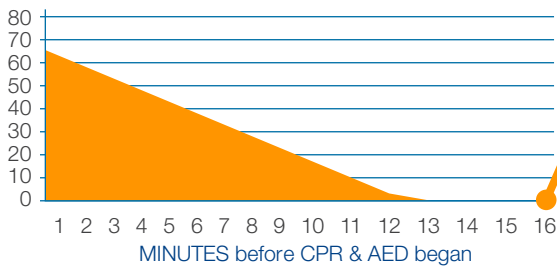
suffer from sudden cardiac arrest.

95% will die before reaching the hospital

IMMEDIATE ACCESS

to a defibrillator can lead to a **70%** survival rate if applied quickly

SURVIVAL RATE AFTER SUDDEN CARDIAC ARREST



16 MINUTES

the average ambulance response time in major metro Australian cities

CAUSES OF CARDIAC ARREST

- poor heart health
- drowning
- electric shock
- choking
- poisoning
- trauma

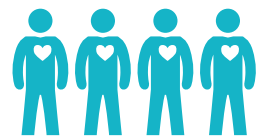
SURVIVAL RATES

if first defibrillation delivered:

- by a bystander: **45%**
- by emergency services: **31%**

1 IN EVERY 500

of us have an **UNDIAGNOSED** heart condition



UP TO 4 YOUNG AUSTRALIANS

die each week due to sudden cardiac arrest



<3 MINUTES

optimal time to use defibrillator

4-6 MINUTES

for brain death and irreversible damage to begin after a cardiac arrest

EVERY MINUTE

that passes without defibrillation, the chance of survival reduces by 10%

80%+ of sudden cardiac arrests happen

OUTSIDE OF A HOSPITAL

eg. homes, workplaces or other public places



As at October 2015