

Would a victim of sudden cardiac arrest survive in your community?

Sudden cardiac arrest is one of the leading causes of death in the United States. About 350,000 people suffer sudden cardiac arrest each year. That’s about 1,000 arrests a day. In most communities, survival rates range from about one to five percent. But it doesn’t have to be this way. Research has shown that as many as 30 to 50 percent or more could survive if they received immediate cardiopulmonary resuscitation (CPR) and were treated within five minutes of collapse with a defibrillator.

Thanks to the development of automated external defibrillators (AEDs), a wide range of rescuers can provide defibrillation with a minimum of training.

Whether your work involves the protection of public health and safety, or you are simply a concerned citizen, the National Center for Early Defibrillation (NCED) can help. NCED’s goal is to ensure that everyone who suffers sudden cardiac arrest has immediate access to lifesaving care.

To find out how you can help improve the chances of survival from sudden cardiac arrest where you and your loved ones live, work and visit, contact the National Center for Early Defibrillation. Why? *Because so many more can survive!™*



What is sudden cardiac arrest?

Sudden cardiac arrest is a condition in which the heartbeat stops abruptly and unexpectedly due to a malfunction of the heart’s electrical activity. One minute the victim is alive and active—the next he or she collapses and becomes unconscious.

While many sudden cardiac arrest victims are middle-aged or elderly, some are much younger. Regardless of age, most victims are otherwise healthy individuals who could be restored to a normal lifestyle if they were treated quickly enough.

How can sudden cardiac arrest be treated?

The optimal treatment for most cases of sudden cardiac arrest is a combination of immediate cardiopulmonary resuscitation (CPR), immediate defibrillation, and prompt follow-up care, such as intravenous medications. When someone collapses in sudden cardiac arrest, rescuers should:

- 1) Call 911 or the local emergency number to summon a defibrillator and professional care
- 2) Begin CPR
- 3) Use an automated external defibrillator (AED) as soon as one becomes available.

This ideal sequence has been called the Chain of Survival.



What is an AED?

An AED, or automated external defibrillator, is a device that automatically analyzes the heart rhythm and advises the rescuer, through computerized voice instructions, when to push a button to deliver a potentially lifesaving shock to the victim. AEDs are safe, effective and easy to use.

About 1,000 people suffer sudden cardiac arrest each day in the United States. Most victims die, but it doesn’t have to be this way. As many as 30 to 50 percent or more could survive if they received immediate CPR and defibrillation within five minutes of collapse.

Help strengthen the chain! Return this card for information on how you can help save more lives.

Name: _____

Organization: _____

Mailing address: _____

Telephone number: _____

Fax number: _____

E-mail address: _____

Web address: _____

Check user group(s):

- ☐ EMS
- ☐ Police department
- ☐ Fire department
- ☐ Corporation or industrial plant
- ☐ Hospital
- ☐ Non-hospital healthcare facility
- ☐ Government
- ☐ Civic organization
- ☐ School, college or university
- ☐ Heart patient or family member/friend of heart patient
- ☐ Citizen advocate
- ☐ Other (specify): _____

Check one:

- ☐ Would you like to be alerted by NCED via e-mail about news and developments related to sudden cardiac arrest and defibrillation?
- ☐ Yes, please add me to your e-mail news distribution list
- ☐ No, please do not add me to your e-mail news distribution list

Because so many more can survive!™

NO POSTAGE
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FIRST-CLASS MAIL PERMIT NO. 17235 PITTSBURGH, PA

National Center for Early Defibrillation
University of Pittsburgh
Center for Emergency Medicine
230 McKee Place, 4th Floor
Suite 911
Pittsburgh, PA 15213-4901

What is the National Center for Early Defibrillation?

The National Center for Early Defibrillation (NCED) is an independent, not-for-profit resource and advocacy center dedicated to improving survival from sudden cardiac arrest. NCED's primary goal is to ensure that everyone who suffers sudden cardiac arrest—whether in a congested urban center or a remote rural roadway—has immediate access to defibrillation.

NCED is an initiative of the University of Pittsburgh and is affiliated with the Center for Emergency Medicine of Western Pennsylvania. University of Pittsburgh faculty direct NCED, with guidance from a broad base of resuscitation experts from North America and abroad. NCED collaborates with other organizations seeking to improve survival from sudden cardiac arrest. For a complete list of NCED advisors and cooperating organizations, see www.early-defib.org.

How can NCED help?

NCED provides:

- A website featuring comprehensive early defibrillation resources
- A full range of information resource print and electronic materials
- Planning and program consultation by phone, on-line and on-site.

NCED resources are customized to meet the needs of specific audiences, such as:

- Emergency medical services (EMS) organizations
- Police, fire and other public safety agencies
- Corporations and industry
- Hospitals and other healthcare facilities
- Government
- Civic organizations
- Schools, colleges and universities
- Heart patients and their families
- Citizen advocates

What can YOU do to help save more lives?

First, learn CPR. Next, contact local EMS, fire, police and/or other public health and safety representatives to find out whether AEDs are strategically located in the communities where you and your loved ones live, work and visit. If it would take more than five minutes to reach a victim with an AED, it's time to take action. For information on how you can help, contact the National Center for Early Defibrillation. Why?

Because so many more can survive!™

For further information, contact:

National Center for Early Defibrillation
University of Pittsburgh
230 McKee Place, 4th Floor
Suite 911
Pittsburgh, PA 15213-4901
Toll free: 1-866-AED-INFO
Direct: 412-647-2694
Fax: 412-647-1111
E-mail: nced@msx.upmc.edu
Website: www.early-defib.org

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For a complete list of funding sources, see www.early-defib.org.

NCED does not endorse any manufacturer or product.



**National Center for
Early Defibrillation**

Community Resources to Help Save Lives

www.early-defib.org

1-866-AED-INFO



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