



Working to support the placement of lifesaving automated external defibrillators (AEDs)

Mrs Trudie Lobban MBE
Founder & Trustee

Arrhythmia Alliance Patients Day
9 October 2016

Facts and Figures around SCA

100,000 people die from sudden cardiac arrest in the UK **every year**

It **claims more lives** than **breast cancer, lung cancer** and **Aids combined**

CPR only saves the lives of 9% who suffer SCA
CPR when used alongside an **AED massively**
increases the survival rate from 9% to 50%

Now is the Time Manifesto



The manifesto includes a step-by-step guide, which both policy makers and professionals with an interest in Sudden Cardiac Arrest (SCA) care can follow to push forward change.

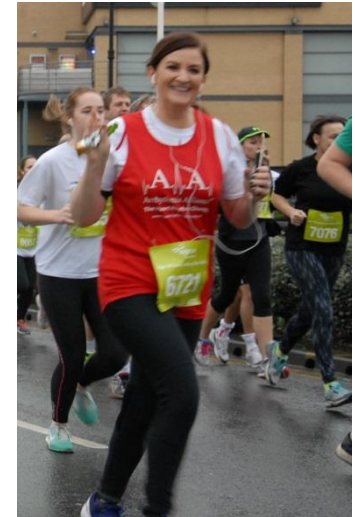
Website

www.defibssavelives.org



- Over 2900 AEDs have been placed across the world
- Fundraising support
- Interactive challenge
- News and updates
- Download resources
- Photo library
- Inspiring stories

Fundraising



We have worked with many community groups, clubs and individuals to help place lifesaving equipment for use in the event of an emergency.

AEDs and Education



Paediatric resources



Arrhythmia Alliance
PO Box 3697 Stratford upon Avon
Warwickshire CV37 8YL
+44 (0) 1789 450 787
info@heartrhythmcharity.org.uk
www.heartrhythmcharity.org.uk

Learn To Take Your Pulse

Your heart

Your heart is very special. It is an organ that pumps blood all around your body. It works all the time, even when you are asleep. Did you know your heart beats 100,000 times a day?

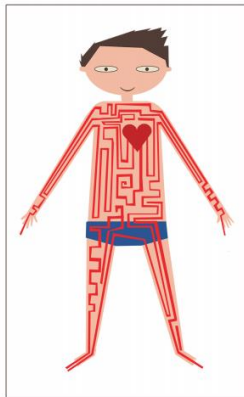
Your heart rate

Your heart rate is the number of times your heart beats each minute.

It changes depending on what you are doing. If you are watching TV or lying down your heart rate will be slower. If you are running around and playing or you get excited, your heart rate will be faster.

Puzzle Maze

Find the vein that goes to the heart.



Learn To Take Your Pulse

1.



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How My Heart Works

Your heart

Your heart is very special! It makes your blood flow all around the body and lungs. It is inside your body, but you can feel it working, just place your hand on the left hand side of your chest; can you feel it beating?

It continually works, even when we are asleep. Did you know your heart beats 100,000 times a day?

Your heart rate

Your heart rate is the number of times your heart beats each minute. It changes depending on what you are doing. If you are watching TV or lying down your heart rate will be slower. If you are running around and playing or you get excited, your heart rate will be faster.

How your heart works

Your heart is a muscle which pumps blood to all parts of your body. It produces its own electricity to make the muscle work.

Your heart pumps by relaxing and squeezing. When it relaxes it fills up with blood and when it squeezes it pushes, or pumps the blood out.

Your heart has two chambers in the top half, the atria (**ay-tree-a**) and two in the bottom half, the ventricles (**ven-tri-cals**).

Each side of the heart has a different job to do. The right side of the heart pumps the blood through the lungs so it can pick up the oxygen from the air. Then the left side of the heart pumps this blood around the body, brain and muscles so they can use the oxygen it carries. The blood then gets back to the right side of the heart to do all this again.

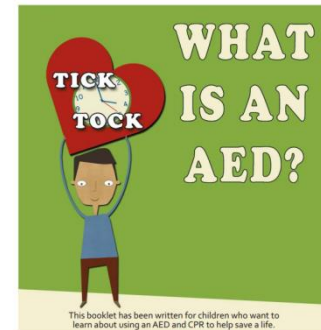


How My Heart Works

1.



AED



This booklet has been written for children who want to learn about using an AED and CPR to help save a life.

www.heartrhythmcharity.org.uk

Registered Charity No. 1107466 (2003)

Do you know the life-saving difference you can make?

Performing CPR and using an AED can increase sudden cardiac arrest survival from 5% to more than 50%.



www.heartsandgoals.org
+44 (0)1789 450 787



Know the difference
Make a difference

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Fabrice Muamba

Public Access AEDs

Defibs Save Lives aims to ensure that all AEDs are available in public places so that life-saving equipment is available to anyone, whatever the time of day.

AEDs should ideally be housed in secure, weatherproof, heated cabinets on the exterior walls of buildings such as post offices, village halls, sports centres and other visible places in the community.



The Chain of Survival



Early access to care
Dial 999 immediately!



Early CPR
Provide CPR to help maintain blood flow to the brain until the next step



Early defibrillation
Defibrillation is the only way to restart a heart in cardiac arrest



Early advanced care
After defibrillation, an emergency team provides advanced cardiac care on scene, such as intravenous medications

How you can get involved

Arrhythmia Alliance provides fundraising support, in addition to information, advice and guidance to help make communities across the UK safer in the event of sudden cardiac arrest.

Defibs Save Lives is all about saving lives... by placing public-access AEDs and training people in CPR.

When AEDs get used – lives are saved!

Give us a call on +44 (0)1789 867 501 to talk through the options wherever you live, work or study.

Alternatively, please email info@defibssavelives.org.



www.heartrhythmalliance.org

STARS

Syncope Trust And Reflex anoxic Seizures®

Working together with individuals, families and medical professionals to offer support and information on syncope and reflex anoxic seizures.



@BlackoutsTrust



blackoutstrust

Arrhythmia Alliance™

Working together to improve the diagnosis, treatment and quality of life for all those affected by arrhythmias.



@KnowYourPulse



Arrhythmia Alliance

AFA

AF Association®

Working to provide information, support, and access to established, new or innovative treatments for Atrial Fibrillation (AF).



@AtrialFibUK



Atrial Fibrillation Association





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Hear
Rhythm
Congress



Save The Date

01 – 04 October 2017

The ICC, Birmingham UK

Providing education and training to promote diversity and improved technology for all involved in the treatment of arrhythmia patients.

www.heartrhythmcongress.org

info@heartrhythmcongress.org