

Promoting better understanding, diagnosis, treatment and quality of life for individuals suffering with cardiac arrhythmia

Have you ever suffered a cardiac arrest?

Was your heart restarted by an automated external defibrillator (AED)?

Would you be prepared to share your experiences with the media, in order to:

- raise awareness of cardiac arrest amongst the general public
- increase awareness of AEDs as emergency life saving equipment
- promote the placement of AEDs in public places?

The problem

Sudden Cardiac Arrest (SCA) is when the heart suddenly stops beating, caused by an electrical problem with the heart. This means the heart fails to pump oxygenated blood to vital organs such as the brain. This can cause death within a few minutes. SCA claims the lives of approximately 100,000 people every year in the UK

SCA can strike anyone, at any time, anywhere, without warning...in fact it is estimated that 12% of incidents occur in public places.

The solution

Administration of CPR followed by rapid defibrillation through the administration of an electric shock (via an AED) is the only way to restart the heart.

Access to AEDs is therefore vital for every community. The Arrhythmia Alliance is running a national campaign to place AEDs in public places with 24hr access. Seconds count in the event of a SCA, but by making AEDs available in train stations, outside village halls and in shopping centres, the Arrhythmia Alliance is hoping to ensure protection for the general public.

Would you like to help?

We are looking for people whose heart was restarted by an AED, and who are willing to assist in awareness raising activities. This will involve discussing your experiences with journalists to assist them in writing stories for use in newspapers, magazines, television, radio or websites.

Whether you have suffered a Sudden Cardiac Arrest yourself or have been affected by that of a close friend, loved one or family member, your story could help raise awareness and save the lives of others.

*Please contact Ben Fry at development@stars.org.uk or Jo Burke at campaigns@stars.org.uk
Alternatively, you can contact us on 01789 451830. We look forward to hearing from you.*

