

## Seven Reasons to Invest in an Automated External Defibrillator (AED)

1. **Sudden cardiac arrest is a leading cause of death in the U.S.**, striking people in all settings. From schools to homes to public places, 7,000 to 16,000 children die from sudden cardiac arrest each year, often from undiscovered heart defects. For adults, 10,000 sudden cardiac arrests occur in the workplace every year, with 13% of all workplace fatalities resulting from sudden cardiac arrest.
2. **CPR is not enough.** While CPR is important, only an electric shock can restore a normal heart rhythm when a person experiences ventricular fibrillation — the leading cause of sudden cardiac arrest. An AED delivers that shock if it registers that a shock is needed.
3. **Paramedics are fast... but not fast enough.** The average EMS response time in a typical community is nine minutes. In a sudden cardiac arrest emergency, that's too late. When people wait for paramedics to administer the first shock, the survival rate is only 5% to 7%.
4. **Certain populations are at higher risk.** Sudden cardiac arrest cases go up for men over age 45 and women over age 55. In addition, the probability of a sudden cardiac arrest is higher for people who have cardiac risk factors, including high blood pressure, obesity or smoking.
5. **There is a cost to doing nothing.** The American Red Cross estimates that a sudden cardiac arrest fatality in the workplace can cost up to \$1.3 million in direct and indirect costs. Costs can include productivity loss, insurance premium increases, administrative expenses, hiring expenses, workforce depression and personal loss.
6. **Early treatment dramatically improves survival rates.** When people properly use an AED and CPR on a victim within the first three to five minutes of a heart stopping, survival rates are as high as 60%.
7. **Preparation for the unexpected matters.** 34% of workplaces that have implemented an AED program have used their AED at least once in order to help save a life.

### Every Minute Counts in a Sudden Cardiac Arrest Emergency

- Sudden cardiac arrest strikes 800 Americans per day — one person every two minutes.
- For every minute without treatment, a victim's rate of survival decreases by 7% to 10%.
- Brain death can set in within a few minutes.
- By 10 minutes without treatment, there is virtually no chance of survival.

Investing in an AED and using it within three to five minutes of a heart stopping can improve the chances of saving a life!



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OFFICE 303-220-0378

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