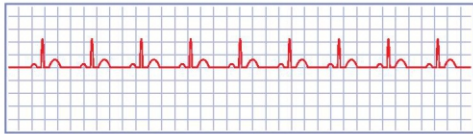


# Are You Prepared For Sudden Cardiac Arrest?

## What is Sudden Cardiac Arrest?

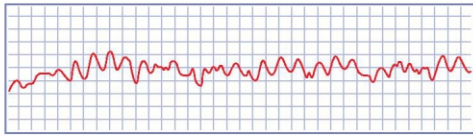
### Normal Heart Activity:

Note the regular pattern with each beat of the heart.



### Sudden Cardiac Arrest:

The heart enters a chaotic, typically ventricular fibrillation (VF) rhythm, as shown below.



### Problem:

The heart cannot pump blood effectively and the victim will collapse.

### Symptoms:

- ▶ Victim is unconscious
- ▶ Not breathing spontaneously
- ▶ No pulse

## How Serious Is It?

- ▶ From 400,000 to 460,000 people are impacted each year in the US alone
- ▶ Can happen to anyone, anywhere, anytime
- ▶ Only 5–10% currently survive nationwide
- ▶ Survival rates above 50% have been achieved when effective CPR is applied and Automated External Defibrillators (AEDs) are readily available

## How Critical is Response Time to Survival?

Every minute that passes without defibrillation reduces survival rate by 7–10%.

