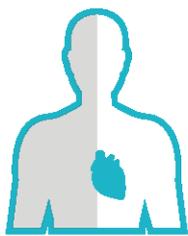


# Beat the odds.

Defibrillation could save your life. Or someone else's.



## 90 AUSTRALIANS A DAY

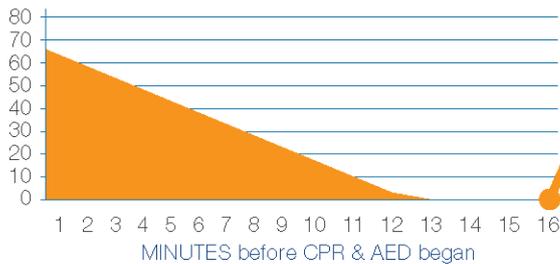


suffer from sudden cardiac arrest. **95%** will die before reaching the hospital

## IMMEDIATE ACCESS

to a defibrillator can lead to a **70%** survival rate if applied quickly

## SURVIVAL RATE AFTER SUDDEN CARDIAC ARREST



### 16 MINUTES

the average ambulance response time in major metro Australian cities

## CAUSES OF CARDIAC ARREST

- poor heart health
- electric shock
- poisoning
- drowning
- choking
- trauma

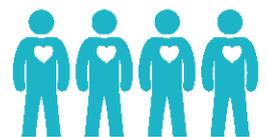
## SURVIVAL RATES

if first defibrillation delivered:

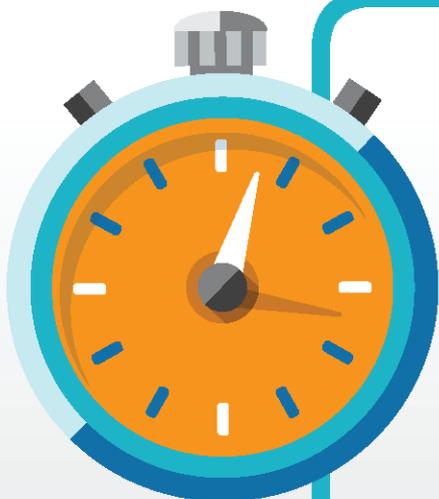
- by a bystander: **45%**
- by emergency services: **31%**

## 1 IN EVERY 500

of us have an UNDIAGNOSED heart condition



UP **4 YOUNG** TO AUSTRALIANS die each week due to sudden cardiac arrest



## <3 MINUTES

optimal time to use defibrillator

## 4-6 MINUTES

for brain death and irreversible damage to begin after a cardiac arrest

## EVERY MINUTE

that passes without defibrillation, the chance of survival reduces by 10%

## 80%+

of sudden cardiac arrests happen **OUTSIDE OF A HOSPITAL** eg. homes, workplaces or other public places

