



THE ANYONE CAN HELP GUIDE

Thank you for joining our effort to protect communities with defibrillators that empower everyday people! The following guide will help you navigate the biggest challenges and opportunities to equip more people with automatic external defibrillators (AEDs), a critical tool that's already helped save thousands of lives.



90%

of UK residents would want a bystander to use an AED on them, yet 2 in 5 (40%) feel hesitant to help save a stranger's life.

Whether you're at work, out with friends, or attending a local sporting event, a cardiac emergency can happen anywhere, at any time.

While many people want to help, uncertainty and a lack of confidence can prevent them from taking action.

ZOLL® Medical is working to eradicate the uncertainty around who can use defibrillators and how the devices are actually designed for bystander use.

With real-time audio and visual guidance, defibs can help ordinary people take action when every second counts.



Sudden cardiac arrest affects communities every day.

Approximately 315 out-of-hospital cardiac arrests occur every day across the UK, totaling approximately 115,000 per year.



Every second counts.

Using a defibrillator within 3-5 minutes can increase survival to approximately 70%. Average ambulance response time in England is approximately 7.2 minutes, making bystander action critical.



Defibs help ordinary people take extraordinary action.

68% of UK residents would feel confident helping if they had "real-time coaching" and guidance through the lifesaving process, which is what ZOLL AEDs provide with audio and visual feedback toward delivering high-quality CPR.



Too few people understand what defibs can do.

35% are surprised to learn an AED can assess a victim and tell rescuers what to do. 32% are surprised to learn AEDs provide real-time verbal and visual CPR instructions. 30% are surprised to learn formal training is not required to use an AED.



The UK is investing in preparedness.

Since 2023, more than 20,000 defibrillators have been delivered to nearly 18,000 schools through a £19 million national programme.



You can make the difference

74% of UK residents say they would use an defibrillator if one were available during a cardiac emergency, yet only 44% are familiar with AEDs. Increasing awareness can help close that gap.