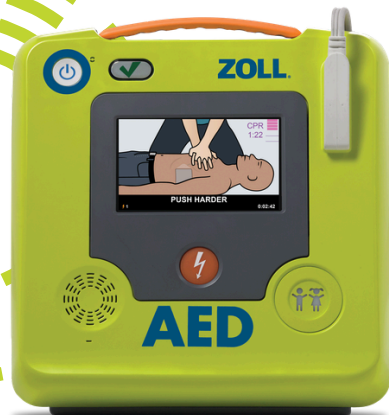




DEBUNKING DEFIB MYTHS

During a crisis, an automated external defibrillator (AED) can turn anyone into a hero, but too many people in the UK still don't understand how defibs make it easy for bystanders to help save a life. ZOLL® Medical is changing that through Anything Can Happen. Anyone Can Help.™



Approximately 315 out-of-hospital cardiac arrests happen every day in the UK.

Imagine how that number could grow if more people knew how easy defibrillators are to access and use.



Most cardiac arrest victims receive CPR, but very few receive defibrillator support, which can increase survival.

- Roughly 3 in 4 victims receive bystander CPR.
- Only 1 in 10 receive bystander AED assistance.
- Using a defibrillator within 3-5 minutes can increase survival to approximately 70%.



UK residents want to help but lack confidence to do so.

While nearly everyone (95%) feel responsible to call 999 or 112, only half (52%) feel responsible for taking lifesaving action such as CPR or using an AED while waiting for emergency services' arrival. Two in 5 (40%) of UK residents feel hesitant in an emergency, less than half (44%) are familiar with AEDs and one-quarter (25%) wouldn't know where to find an AED.



When UK residents have access to a "coach", confidence increases.

While 58% are confident delivering life-saving aid (like CPR), confidence to deliver life-saving aid rises to 68% with real-time coach, like that provided by ZOLL AEDs.



Roughly 1 in 3 UK residents are surprised to learn basic defib facts that help turn bystanders into responders.

Too many don't understand the basic functionality of defibs and are surprised to learn that defibs don't just shock a victim but give real-time easy to follow verbal and visual instructions to on how to perform CPR (32%); they need to be used within 3-5 minutes for long term survival benefits (31%); and you can only help, not cause further damage by using an AED (31%).



UK residents want defibrillators to play a role in building safer communities:

92% agree communities should make AEDs accessible in public places. 91% agree AEDs should be as accessible as fire extinguishers.

