



***Back in a Heart Beat* – the book that lays bare the facts about sudden cardiac arrest and how anyone can use an AED to save a life.**

In 2008, Anne Holland's husband, Paul, did not survive a sudden cardiac arrest. As a critical care nurse and first aid trainer, she knew that his death could have been avoided if an automated external defibrillator (AED) had been available.

Paul's death sparked a wrenching but empowering motivation for her campaign for reform of public access to AEDs. It sets out Anne's courageous crusade to spotlight the thousands of needless cardiac fatalities that plague Australia every year.

Back in a Heart Beat examines in easy to understand detail what sudden cardiac arrest is and its indiscriminate occurrence across all ages and genders. It goes on to explore the history and benefits of defibrillation as a simple, life-saving technique ordinary people can use to restore and save lives.



***Back in a Heart Beat* –
Anne Holland's book challenges
misguided beliefs about treatment
of sudden cardiac arrest and
presents convincing arguments for
public education on the use of AEDs.**

Back in a Heart Beat launches during Shocktober at the Shock Around the Clock gala dinner to raise awareness of the devastating consequences of sudden cardiac arrest. Proceeds from the sale of the book go to Urban Lifesavers, a not for profit organisation set up to develop and deliver AED education programs.

Available for purchase at:

www.defibfirst.com.au/backinaheartbeat

www.urbanlifesavers.org.au/backinaheartbeat

www.amazon.com



www.defibfirst.com.au
1300 DEFIB FIRST



www.urbanlifesavers.org.au
0414 560 364

"Powerful. Heartfelt. A must read reference."

BACK IN A HEART BEAT



Busting the myths about sudden
cardiac arrest and why bystanders
can safely use defibrillators

ANNE HOLLAND



Sudden cardiac arrest (SCA) is Australia's leading cause of death and the only cause of death that relies on a bystander taking action within minutes to save the victim's life.

You are 589 times more likely to have to treat a victim of sudden cardiac arrest than to deal with a fatality caused by fire. So why are all businesses compelled to install and display fire extinguishers, but not automated external defibrillators (AEDs) that could save thousands of lives a year?



7 myths about defibrillators, and how you could easily become an Urban Lifesaver



1 MYTH: Sudden cardiac arrests are heart attacks that only doctors can treat.

TRUTH: A heart attack is a blood flow blockage. A cardiac arrest is a fatal electrical failure that stops your heart. You can survive a heart attack, but not a cardiac arrest **UNLESS** you receive CPR and automated external defibrillator (AED) treatment within minutes.

2 MYTH: Bystanders who apply an AED can be sued if the victim dies.

TRUTH: The Good Samaritans Act protects those who render first aid in good faith, regardless of the outcome. A cardiac arrest victim is dead, so any attempt at resuscitation is better than no attempt.

3 MYTH: An AED can shock and injure the wrong person.

TRUTH: The AED is pre-programmed to respond to a lethal heart rhythm **ONLY**. It cannot shock someone with a normal heart beat.

4 MYTH: An AED can cause further injury to the victim.

TRUTH: A cardiac arrest victim is already dead. You **CANNOT** injure them further. You **CAN** however waste a life-saving opportunity by not applying an AED.

5 MYTH: It's best to call 000 and wait for an ambulance.

TRUTH: Minutes matter in a cardiac arrest. Any delay in defibrillation dramatically reduces the victim's chance of survival. Average ambulance response times can be 10 minutes or more. Statistics show victims defibrillated on the spot have triple the long term survival rates of those who must wait for paramedics to arrive with a defibrillator.

6 MYTH: Only qualified personnel can use an AED.

TRUTH: Anyone can use an AED, trained or not. The device is pre-programmed to **ONLY** shock cardiac arrest victims who have a fatal heart rhythm.

7 MYTH: AED's increase employer liability and suggest a stressful or unsafe workplace.

TRUTH: Workplace first aid officers **MUST** be competent in the use of AEDs. The employer could be more liable if the device is **NOT** available because then staff could not perform the skill for which they are trained. AEDs boost safety and peace of mind and reduce risk and liability.