

# Saving Lives Together 2017

Heartstart Malvern launched its *Saving Lives Together 2017* campaign in January 2017. This campaign could help save around 50 lives from patients suffering a cardiac arrest in Malvern over the next few years.

Heartstart Malvern is aiming to help raise enough money to buy and install 50 defibrillators for members of the public to use around Malvern. Defibrillators are small automated machines that can give an electric shock to try and restart a person's heart when it has stopped beating.

The earlier a person receives an electrical shock from a defibrillator, the greater the chance of them surviving a cardiac arrest. It is estimated that a person's chance of surviving a cardiac arrest falls by 7-10% with every minute that defibrillation is delayed.

Modern defibrillators are suitable for members of the public to use with little or no training. All that you need to do following a collapse is to turn the defibrillator on, attach two adhesive pads to the patient's bare chest and then follow the audible instructions given by defibrillator.

The defibrillator will analyse the heart's electrical activity and if it detects a heart rhythm that is likely to respond to an electrical shock, it will charge itself ready to deliver a shock. A prompt is then given by the defibrillator to press a button to deliver the electrical shock. Modern defibrillators are extremely reliable and simple to use. They will not allow a shock to be given unless needed.

Based on an estimated population for Malvern of 35, 000, this would suggest that approximately 30 people will suffer a cardiac arrest in Malvern in 2017. Less than 10% of these patients will survive. In other European countries the survival rate is about 25%. The difference in survival rates is largely due to the number of people trained in simple resuscitation techniques and the availability of public access defibrillators.

Heartstart Malvern is now providing free resuscitation training which includes the use of a defibrillator. By placing 50 public access defibrillators around Malvern, we could match the survival rate of other European countries. This means that another 4 or 5 lives could be saved in Malvern each year. As the defibrillators have a 10 year warranty, our *Saving Lives Together* campaign to fund 50 defibrillators could help save over 50 lives over the next 10 years.

The cost of each defibrillator and the heated and lockable cabinet to keep it in is about £1,500. Please contact Heartstart Malvern if you would like more information about our *Saving Lives Together 2017* campaign.

[www.heartstartmalvern.org.uk](http://www.heartstartmalvern.org.uk)

01684 342999

*Heartstart Malvern is a Registered Charity (no. 1170697)*