



# DEBUNKING AED MYTHS

During a crisis, an automated external defibrillator (AED) can turn anyone into a hero, but too few communities understand just how easy it is to help save a life with an AED—which means too few communities make them readily available. ZOLL® Medical is changing that, because Anything Can Happen. Anyone Can Help.™



**Every year, bystanders save roughly 1,700 lives in the United States using an AED** (Source: American Heart Association). Imagine how that number could grow if AEDs were easier to access and people knew how easy they are to use.



**Many Americans don't understand what AEDs are, where to find them and how they empower ordinary people to respond in a medical crisis.**

- Nearly half of Americans (46%) are surprised to learn an AED doesn't just shock a victim, but many give real-time, easy-to-follow, verbal and visual instructions to the rescuer on how to perform CPR and administer a shock if necessary.
- Only 49% of Americans feel confident they would be able to locate the closest AED in a public place if it were needed.



**Every day, roughly 1,000 people of all ages, and life circumstances suffer sudden cardiac arrest** (Source: Centers for Disease Control). Most bystanders simply call 911, which typically bring EMS personnel to the site in 7-14 minutes, but the best chances for survival outside of a hospital require action within the first 3 minutes. A ZOLL AED can change the odds by offering fast-acting bystanders easy-to-follow, step-by-step verbal and visual instruction and real-time feedback for performing CPR and administering a lifesaving shock with a ready and trusted device.



**Although 96% of Americans believe they have a responsibility to call 911 if they were to encounter someone they believed was having a cardiac event, less than half (47%) believe they have a responsibility to administer CPR or apply an AED.**



**Americans want more people empowered to act every day:**

- 94% of Americans would do anything to save the life of a family member.
- 68% of Americans would not feel hesitant to try and save a stranger's life in an emergency.
- 90% of Americans say if they were having a cardiac event, they would want a bystander to use an AED on them to save their life.



**Americans want more AEDs in their communities:**

- 89% of Americans believe that just like fire extinguishers, the law should require that AEDs be easily accessible in public use areas.
  - 87% of Americans are familiar with fire extinguishers, yet only 48% are familiar with AEDs.
  - 84% of Americans would be confident using a fire extinguisher in a fire, but only 46% would be confident using an AED in a medical emergency.
- The majority of Americans (89%) feel that even if the law doesn't require it, communities should make AEDs accessible in public places (e.g. schools, venues, parks, recreation centers, pools, etc.)

