

# HEROES GUIDE

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

Anything Can Happen. Anyone Can Help.™ You're at work, out to dinner, or at a kids' sporting event and someone suffers sudden cardiac arrest. It's a scary situation that paralyzes many bystanders, but Anyone Can Be a Hero—everyone has the ability to help save a life, regardless of their level of training.

ZOLL® Medical is teaming up with NFL player Damar Hamlin, who survived sudden cardiac arrest thanks to an AED, to get more AEDs into communities like yours, empowering anyone to help save a life with real-time instruction and feedback. Here's what's at stake, and what it'll take to strengthen the heartbeat of your community.

# 46%

Of Americans didn't know an AED gives real-time instruction on how to perform CPR and administer shock.\*

This resource is one of many tools ZOLL has designed to:

- Illustrate that anyone can use an AED to help save a life;
- Advocate for more AEDs;
- Strengthen local policies, and;
- Raise funds for AED purchases.



Click here to download the remaining materials.



## Sudden cardiac arrest is more common than people think

(Source: Centers for Disease Control). Every day, 1,000 Americans of all ages, sizes, and life circumstances suffer sudden cardiac arrest, according to the Centers for Disease Control. Children and young adults aren't immune, and are more at-risk when exerting themselves during physical activity.



**Every second counts.** Most bystanders simply call 911, which typically brings EMS to the site in 7–14 minutes, but the best chances for survival outside of a hospital require action within the first 3 minutes.



**AEDs turn bystanders into unexpected heroes** (Source: American Heart Association). Studies show that early CPR and AED use can double or even triple a person's chance of survival. With simple instructions and real-time feedback ZOLL AEDs provide bystanders with verbal and visual instructions to perform CPR and administer a lifesaving shock, if needed.



**Too few people realize the power within their reach.** Nearly half (46%) of Americans are surprised to learn that an AED doesn't just shock a victim but, in fact, gives real-time instruction on how to perform CPR and administer a shock if necessary. And more than half (51%) of Americans don't feel confident they can find the closest AED in a crisis.\*



**The law is catching up—but isn't quite there.** [The Federal Cardiac Arrest Survival Act of 2000](#) protects bystanders who act during emergencies, and Good Samaritan laws typically apply as well, but [30 states still fail to require AEDs in schools](#). Is your state one of them?



**You can make a difference.** The tools in this guide will help you advocate for more AEDs in your community and even raise funds to ensure that lives can be saved—*by anyone, anytime, anywhere.*

\* Source: Online poll of 2,046 adults ages 18 and older within the United States conducted by The Harris Poll on behalf of ZOLL Medical from May 2–6, 2024. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within +/- 2.5 percentage points using a 95% confidence level.