

♥ HEART HEALTH

Shocking News At Shopping Malls

(NAPSA)—According to the American Heart Association, shopping at America's malls can be a life-saving experience.

That's because a growing number of malls are implementing programs that place automated external defibrillators (AEDs) and train mall or security personnel to use them. These programs have already saved the lives of shoppers who have suffered sudden cardiac arrest while at malls.

When sudden cardiac arrest takes place outside of a hospital setting, it claims about 250,000 adults in the U.S.

Experts say a person's ability to survive sudden cardiac arrest is directly linked to the amount of time between the onset of sudden cardiac arrest and defibrillation.

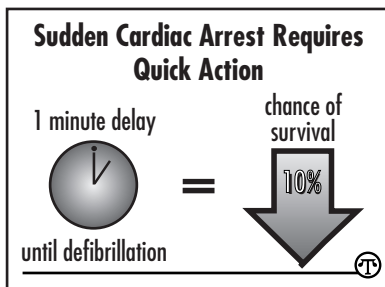
During defibrillation, an AED gives the heart an electric shock that temporarily stops all electrical activity. This allows the heart's normal rhythm to return.

Without cardiopulmonary resuscitation (CPR) and defibrillation, a victim's chances of survival drop 7 to 10 percent with every minute of delay.

Although AEDs were first developed in the 1980s, technological advances led to the development of compact, portable versions. In a few hours, a lay person can learn to provide CPR and use an AED.

AEDs are safe because they automatically analyze a victim's heart rhythm and allow an electric shock to be delivered only when necessary.

"Our objective is to make AEDs available in highly populated



Mall AED programs can bring defibrillation in minutes, when minutes mean the difference between life and death.

places where sudden cardiac arrest is likely, such as shopping malls, work sites, sports stadiums, hotels and casinos," said Robert Bonow, M.D., president of the American Heart Association.

"Fast, informed action by trained responders can change the outcome of sudden cardiac arrest. Immediate CPR and defibrillation saves lives."

Elements of effective AED programs include the use of FDA-approved AEDs, medical supervision of the program, training of potential rescuers in CPR and use of AEDs, proper equipment maintenance and coordination with the local Emergency Medical Services (EMS) system.

The American Heart Association is a leader in the development of emergency cardiovascular care scientific guidelines and training, including CPR, the use of AEDs and first aid. To learn more about CPR and AED training, visit the Web site at www.americanheart.org/cpr or call 1-877-AHA-4CPR.