



Camden County Sheriff's Office - Jim Proctor, Sheriff  
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## Press Release

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# Partnerships Combat Nation's #1 Killer *Sheriff Mobilizes Lifesaving AED Devices*

(Woodbine, GA, July 16, 2014) - In an effort to heighten awareness and improve accessibility to potentially life saving devices the AED Alliance will donate four AEDs to the Camden County Sheriff's Office. The event will be held at 10:30 AM on Tuesday, July 29, 2014 at in the Commissioners Meeting Room in the Government Services Building in Woodbine. Sheriff Proctor has also purchased an additional four AEDs and has challenged other local leaders to do likewise.

Currently, emergency responders are time challenged when responding to cardiac events. Increasing public access to defibrillators can help bring bystander AED/CPR usage to the forefront and help citizens become the priority link in the chain of survival.

According to the American Heart Association, Centers for Disease Control and other sources, Sudden Cardiac Arrest (SCA) is the number one killer in schools and youth under age 18, up to 7-10,000 and in the nation at up to 450,000 annually - yet is 90% preventable if an automated external defibrillator or AED is placed on a victim within the first few minutes. For comparison, SCA claims more lives every year than breast and prostate cancers, traffic accidents, AIDS, firearms and house fires combined.

<http://www.news4jax.com/news/getting-aeds-in-elementary-schools/25580710>

<http://www.news4jax.com/news/Teachers-receive-AED-CPR-training/26322652>

The centerpiece of the event features donations of AEDs to be distributed in the greater Jacksonville area and recognize organizations and people involved that increase the presence, use and understanding of the devices. The partnerships are combating cardiac arrest on 4 fronts: Schools - Public Borrow Plans - In patrol vehicles - Park and recreation facilities. Sheriff Jim Proctor is pleased to co-host the press conference, along with the AED Alliance. Some of the attendees are:

- Jacksonville based Firehouse Subs Public Safety Foundation
- Jacksonville Jaguars Foundation
- Mayors, school and county parks and recreation administrators
- Sudden cardiac arrest victims' families and children who survived because an AED was readily accessible
- Wal-Mart Store Manager, Jeffrey Gregory
- Kings Bay Naval Submarine Base Chiefs' Wives
- Chic-Fil-A Marketing Director, Kimberly Ross

- Fraternal Order of Eagles
- Georgia Power Company

**All media in the greater Jacksonville area and beyond are invited to attend.**

At 3:00 PM on Tuesday, July 29, 2014 in the Commissioners Meeting Room in the Government Services Building on Courthouse Square in Woodbine.

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## **BACKGROUND INFORMATION AED ALLIANCE, INC.**

Andrew Cohn was 15 years old and the youngest of four boys. He had a perfectly healthy heart until a glancing collision with a base runner while playing baseball. This sent his heart into a fatal irregular heartbeat, called **Commotio Cordis** that caused his death. Had an automated external defibrillator (AED) been available for Andrew, he would most likely be with us today.

Andrew's parents, Harold and Becky Cohn learned, according to the Center for Disease Control, American Heart Association and other sources, sudden cardiac arrest (SCA) is the leading cause of death of youths in schools under age 18 (7-10,000 annually) and in the nation (up to 450,000 annually). One of the leading causes of SCA in healthy appearing children is they have an undetected heart abnormality. Only a shock from a defibrillator or AED can correct this arrhythmia; chest compressions alone will not work. Incredibly, the chance of surviving is as high as 90% if a shock is applied from an AED, a portable lunch-box-size device, within the first 3-5 minutes, but the odds of a patient surviving decrease by 10% each minute thereafter. The average national 911 response time is currently 10-12 minutes. Early defibrillation or shock with an AED is the key to both survival and avoiding brain damage and or death in these patients.

SCA is not age discriminatory. Additionally, African Americans are twice at risk for cardiac arrest and twice as likely not to survive. It's the number one killer in African American women. The most interesting thing about AEDs is that anyone can be easily trained to use them and they will not shock anyone by mistake.

This compelled the Cohn's to create a nonprofit organization providing public accessibility to AEDs, sparing families and communities the needless and tragic loss of a loved one. A concept evolved which is named the "Borrow an AED" plan. This enables church groups, travel ball teams and any groups that gather to check out an AED for free from local Fire and Rescue Stations to safeguard themselves and people at their destinations. Via a generous in-kind donation from Firehouse Subs Public Safety Foundation, Camden County, Georgia implemented the first Borrow an AED plan in the nation. The Borrow plan received national innovative recognition awards from the National Association of Counties, Georgia Trend magazine, Association County Commissioners of Georgia and many other publications. California, Arizona, and Pennsylvania have implemented Borrow plans and Alliance stakeholders are ramping up bold, aggressive measures to expedite the Borrow plan nationwide.

AED Alliance, created "AEDiva," who with your help, will become a new super-heroine and the "Smokey Bear" for AED advocacy and awareness. This link is the: 30 PSA <http://www.youtube.com/watch?v=IEM-C62JxaM&feature=youtu.be>

AED Alliance, in conjunction with Valdosta State University's International Revue Board, completed the first benchmark survey measuring the public's awareness of SCA and AEDs. 84% do not know exactly what either is, which is the # 1 constraint you would help overcome. AED Alliance is one of 25 organizations out of 200 applicants that were selected to receive a grant from the Georgia Center of Nonprofits and St. Marys United Methodist Church Foundation. The two year grant is for intense classroom training provided by expert consultants that critique virtually every aspect of becoming a top-flight nonprofit.

Another example for the urgent need for successful collaboration is the ongoing national billboard awareness initiative. Clear Channel Outdoor was so inspired by the mission's proposal; they shared the billboards, at no cost, with their competitors. The AED Alliance collected 50 pictures of both victim and survivors representing each state. Coupled with

Lamar Outdoor, the pictures are now in rotation on 3,000 digital billboards nationally with messages for the need of having easy public access to AEDs in schools and where people may gather.

### **MISSION STATEMENT**

Our lifesaving mission is to increase the presence, use and understanding of automated external defibrillators (AEDs) worldwide.

### **VISION STATEMENT**

Easy access to urgent life-saving AEDs worldwide, making AED a household word just like CPR.

### **VALUE STATEMENT**

We value schools and public gathering places having tangible and vital life saving devices that deliver measurable results. What value can anyone place on a cure for any illness where the chance of survival is as high as 90% upon being diagnosed?

### **WHAT WE DO**

**GOAL A:** Ensure all U.S. schools have at least one AED and implement CPR/AED curriculum by 2014; to make the term AED as familiar as CPR

**GOAL B:** One AED in each 3,141 counties across the country as a foundation to build on to establish the Alliance public “Borrow an AED” program.

**GOAL C:** Transition out-of-hospital cardiac survival rate from 8% nationally to 74% (based on data from Center for Disease Control for facilities equipped with AEDs)

**GOAL D:** During 2013 transition from advocate/activist organization to a fulfillment organization whose services are no longer needed by 2017.

**GOAL E:** By accomplishing our goals, countries worldwide will have a successful template to emulate.

For more information please visit [www.aedalliance.org](http://www.aedalliance.org)

**AED** **Borrow An AED**  
*For Your Next Gathering or Event*

Harold and Becky Cohn created a non-profit organization providing public accessibility to AEDs after their 15-year-old son, Andrew, died while playing baseball.

The Cohns want to spare families and communities the tragic loss of a loved one. Borrow an AED enables church groups, travel ball teams and any groups that gather to check out an AED for free from local Fire and Rescue Stations to safeguard themselves and people at their destinations. Via a generous grant from Firehouse Subs Public Safety Foundation, Camden County implemented the first ever Borrow an AED plan in the nation.

**Facts and comparisons:**  
 Sudden Cardiac Arrest (SCA) is the nation's #1 killer claiming 450,000 lives annually. SCA causes more deaths than breast and prostate cancer, traffic accidents, AIDS, firearms and house fires combined. SCA claims 16 kids lives each day and it is the #1 killer in schools. SCA is not the same as a heart attack, which is blockage or "stumbling" problem. SCA is an electrical problem. Chest compressions won't correct an abnormal heartbeat. When an AED is placed on an SCA victim within the first 3-5 minutes, chances of survival are as high as 90%. Chances decrease 10% every minute thereafter. The average 911 response time is 10-12 minutes. AEDs are fully automated. Anyone can use them and it will not harm or shock anyone by mistake. Our tax dollars have provided AEDs in many (if not all) state capitol buildings and all federal buildings. Yet, this means many prisons are better safeguarded than our kids and communities. You can make a difference by going to your state's Health & Human Services Commission and ask that they be required in schools and public recreational facilities. Your tax deductible treatment will provide more AEDs in communities where needed most.

Go to [www.SHOCKtoLIFE.org](http://www.SHOCKtoLIFE.org)

**Camden County Fire Rescue**  
[www.co.camden.ga.us/AED](http://www.co.camden.ga.us/AED)  
 Call (912) 729-3911

Join us in saving the next life by having one of these devices at your next event!

[www.AEDAlliance.org](http://www.AEDAlliance.org) • [harold.cohn@gmail.com](mailto:harold.cohn@gmail.com) • 912-882-6869

### Benchmark Survey Results and Recommendations

Non-profit organization, AED Alliance, in conjunction with Valdosta State University's partnership, is finalizing the first benchmark survey measuring public awareness. "The first constraint is lack of public awareness that we are finding ways to overcome", AED Alliance Director, Becky Cohn said. Thus far:

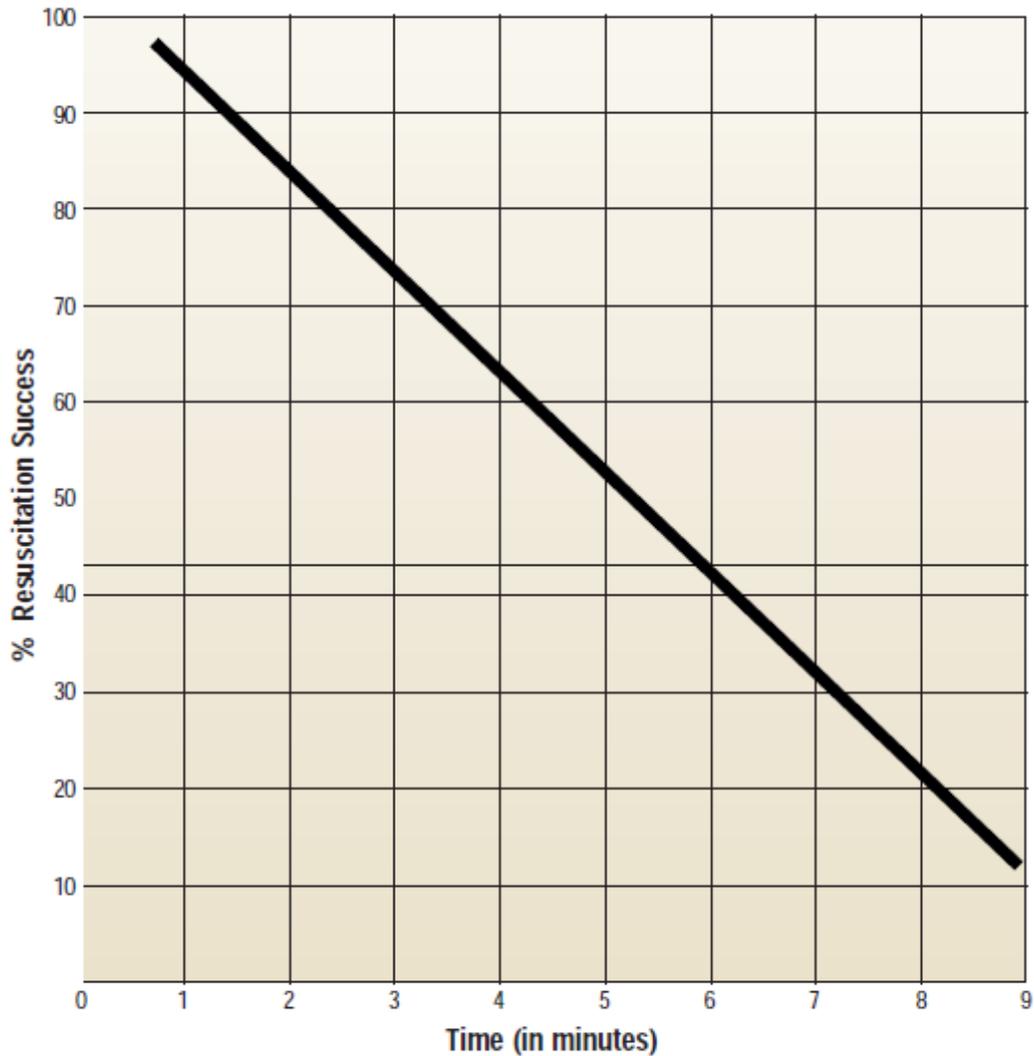
- 84% do not know exactly what an AED is
- 91% do not know what SCA stands for
- 79% do not know what BLS stands for (Basic Life Support)
- 94% know what CPR stands for
- 89% had some college education or a degree, some post-graduate education or graduate degrees
- The age group with the highest percentage of respondents was 45-54
- 59.6% of respondents have some type of healthcare background.
- 51.6% of respondents think that drug abuse is the #1 killer of students under 18; 22.4% blame causes other than cardiac arrest.
- 82.3% feel all public schools should have AEDs; 13.3% were unsure; 4.4% feel they should not
- 81.1% feel a combination of state government, via funded or unfunded mandates; local school districts and individual schools should cover the cost.
- 19.9% feel the general public or private individuals should help cover the cost

"Future surveys need to reveal AED awareness equal to that of CPR by 2014, and is one of AED Alliance's goals," said Board member Dr. Christopher Snyder, Chief of Pediatric Cardiology Electrophysiology at Rainbow Babies/University Hospitals in Cleveland Ohio: Visit us at [www.UHhospitals.org](http://www.UHhospitals.org) Only 8% survive out-of-hospital SCA yet facilities with AED accessibility, report 74% resuscitation rates. Having the chain-of-survival ingrained in society will

result in saving 74% of lives currently lost each year. It will reverse the process of losing lives needlessly by turning tragedies into triumphs,” he continued.

For the complete survey and to help make greater AED accessibility through the AED Alliance public “Borrow an AED” plan, visit: [www.SHOCKtoLIFE.com](http://www.SHOCKtoLIFE.com)

## Probability of Survival to Hospital Discharge



*For every minute that passes without defibrillation, the victim's chance of survival decreases by about 7–10 percent.*

**Cost per child by state assuming no AEDs exist in public schools  
Based on AED cost of \$1,500 each**

	<b># Schools</b>	<b>Total Cost</b>	<b># Students</b>	<b>Avg cost per child</b>
Alabama	1,563	2,344,500	730,875	3.21
Alaska	530	795,000	133,933	5.93
Arizona	2042	3,063,000	1,012,068	3.03
Arkansas	1166	1,749,000	454,523	3.84
Calif.	9,324	13,986,000	6,298,928	2.22
Colorado	1,734	2,601,000	756,912	3.43
Connecticut	1,271	1,906,500	574,012	3.32
Delaware	208	312,000	117,668	2.65
Florida	3629	5,443,500	2,587,554	2.11
Georgia	2487	3,730,500	1,522,611	2.45
Hawaii	284	426,000	183,609	2.32
Idaho	703	1,054,500	251,712	4.19
Illinois	4493	6,739,500	2,100,403	3.12
Indiana	2024	3,306,000	1,018,811	2.98
Iowa	1512	2,268,000	481,226	4.71
Kansas	1445	2,167,500	468,510	4.63
Kentucky	1474	2,211,000	631,334	3.49
Louisiana	1574	2,631,000	727,594	3.24
Maine	710	1,065,000	201,651	5.28
Maryland	1424	2,136,000	869,113	2.46
Mass.	1934	2,901,000	980,459	2.96
Michigan	4126	6,189,000	1,745,308	3.55
Minn.	2637	3,955,500	842,854	4.69
Miss.	1055	1,582,000	493,540	3.21
Missouri	2439	3,658,500	916,842	3.99
Montana	870	1,305,000	148,356	8.81
Nebraska	1294	1,941,000	285,842	6.79
Nevada	563	844,500	385,492	2.19
New Hamp.	475	712,000	207,417	3.44
New Jersey	2,481	3,721,500	1,380,753	2.69
New Mexico	828	1,242,000	323,066	3.84
N. Carolina	2,279	3,418,000	1,360,209	2.51
N. Dakota	567	850,500	102,233	8.32
Ohio	4237	6,355,500	1,840,390	3.45
Oklahoma	1,831	2,746,500	626,159	4.39
Oregon	1304	1,956,000	543,800	3.59
Pennsylvania	3303	4,954,500	1,821,15	2.72
Rhode Isl.	344	516,000	157,362	3.28
S.Carolina	1177	1,765,500	699,198	2.52
S.Dakota	765	1,417,500	125,537	9.14
Tennessee	1693	2,539,500	912,124	2.78
Utah	899	1,348,500	491,206	2.74
Vermont	393	589,500	99,103	5.95
Virginia	2093	3,139,500	1,192,205	2.63
Washington	2283	3,424,500	1,021,349	3.35
W. Virginia	820	1,230,000	281,215	4.37
Wisconsin	2,285	3,427,500	879,825	3.91
Wyoming	393	589,500	85,670	6.88
D.C.	209	313,000	78,057	4.02

**National Average Cost Per Child: 3.75**

Administered by AED Alliance, Inc. a 501( c ) 3 Organization

Resource Data From: EDUCATION BUG.COM 2011

Resources: Educationbug.com & Ellen Murphy, Executive Director, STAR Foundation, Inc.

**For \$2.11 per student  
I could have survived.**

**Does your school have an AED?**

**www.AEDsinSCHOOLS.com**

1986-2003  
Florida

**"I was shocked back to life at school"**

**DOES YOUR SCHOOL HAVE AED ?**

**www.SHOCKtoLIFE.com**

SAVED -  
January 2012

ClearChannel OUTDOOR

DIGITAL BULLETIN Actual size 14'x48"  
Art dimensions 1400 Pixels W x 400 Pixels H

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