

SAFEGUARD PALM BEACH

PALM BEACH FIRE RESCUE

AED INITIATIVE



SAFEGUARD
PALM BEACH



VISION

Palm Beach Fire Rescue encounters an annual average of 28 cardiac arrest incidents. 80% of these cases, victims do not receive CPR before Emergency Medical Services (EMS) arrives. Recognizing the need for a safer and more prepared community, SafeGuard Palm Beach, in collaboration with Palm Beach Fire Rescue, envisions a proactive approach. This involves strategically placing automated external defibrillators (AEDs) in easily accessible locations and training individual citizens to respond effectively in the event of a cardiac emergency.

EARLY DEFIBRILLATION

50-70% of Cardiac Arrest Victims survive if they can receive defibrillation within the first 5 minutes. For every minute that passes, chance of survivability reduces by 10%.

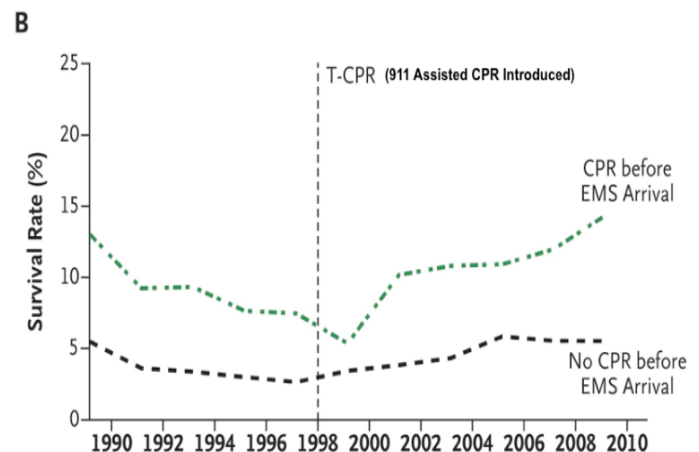
CARDIAC ARREST

There are more than 300,000 out of hospital cardiac arrests/year in the United States. **Less than 9%** of these patients survive the event neurologically intact.



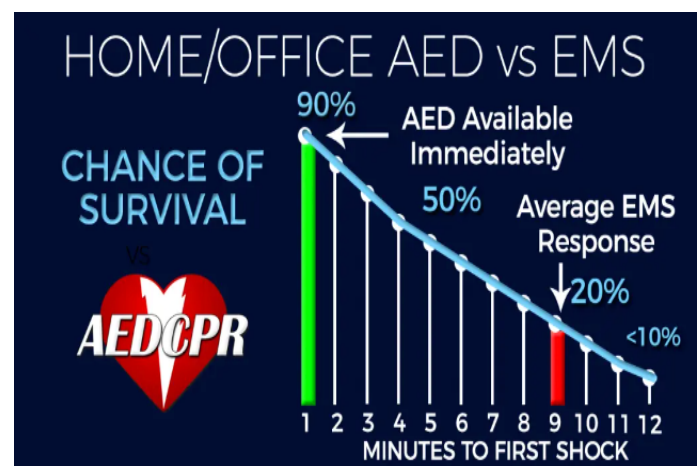
The Problem:

In the case of a cardiac arrest, each passing minute without CPR and the utilization of an AED reduces the chances of survival by as much as 10%. Without prompt intervention from bystanders, even trained medical personnel may face significant challenges in resuscitating a patient who has experienced a prolonged period of cardiac arrest. In the past 12 months, in our Town, 80 % of cardiac arrest victims did not receive bystander CPR and 83% had no AED applied until Fire Rescue Units arrived on scene. This underscores the need for awareness, training, and the ability to provide early defibrillation by the public.



The Solution:

By strategically situating AEDs in areas of large gatherings, condominiums, and easily accessible locations within and around the town, community members will be better prepared to assist during a cardiac event. 911 Callers can be advised of the location of the nearest AED by our emergency dispatchers through Pulse Point. AEDs provide step-by-step guidance to bystanders, including instructions on administering CPR, instructing them on how to apply the external pads, and determining the appropriate time to administer the shock, if advised. Utilizing an AED not only enhances the chances of survival by delivering an electric charge but also boosts compliance and confidence with bystander CPR.





Executive Summary: AED Program for Palm Beach

Vision: Inspired by our commitment to community well-being, SafeGuard Palm Beach and Palm Beach Fire Rescue envision a future where our proactive efforts make Palm Beach a safer place to live. We see a landscape adorned with strategically positioned automated external defibrillators (AEDs), readily available for use by all. Our vision extends to a populace empowered through comprehensive training, enabling them to respond swiftly and adeptly to cardiac emergencies, fostering a community that stands strong together in the face of medical emergencies.

Purpose: The primary purpose of this program is to reduce the amount of deaths due to cardiac arrest. In partnership with Palm Beach Fire Rescue, SafeGuard Palm Beach will work together to ensure this program is a great success for years to come.

Program Components:

- 1. AED Placement:** We will strategically position 500 AEDs across Palm Beach, ensuring that they are readily accessible in crucial areas, including different market segments: private homes, multifamily dwellings (condominiums and apartments), assembly occupancies (100 or more people), outdoor public gathering places and ways.
- 2. Training:** Comprehensive training programs will be offered to individuals and organizations involved in this initiative. This will empower them with the skills needed to effectively use AEDs, perform CPR, and provide vital assistance during emergencies.
- 3. Community Outreach:** We will conduct an extensive community outreach effort to raise awareness about the importance of AEDs and the critical role that bystanders play in saving lives during cardiac events. Our aim is to encourage active participation from all sectors of the community.
- 4. CAD (Computer Aided Dispatch) Integration:** We will integrate AED locations into our dispatch center through Pulse Point. The callers will receive the location of the nearest AED and will then receive dispatcher-assisted AED operation and CPR instruction.

Program Costs: SafeGuard Palm Beach will play a pivotal role in the funding of this program. A generous \$300,000 donation from SafeGuard will be donated to the town and earmarked for the procurement of these life-saving devices. Beyond the financial contribution, the Foundation is extending its support by taking on the responsibility of marketing for the program.

Statistical Impact: Cardiac arrest is a life-threatening emergency that demands immediate intervention. Studies have revealed that the survival rate for individuals experiencing cardiac arrest without bystander CPR is dishearteningly low, standing at approximately 9%. However, when CPR with early defibrillation is administered promptly, survivability significantly improves to 50% or even higher.

Currently, our town has 209 Automated External Defibrillators (AEDs) registered. Recognizing the vital role AEDs play in enhancing survival rates, we have set a goal to substantially increase this number to 500 within the next 2 years. This expansion in AED accessibility is expected to be a critical factor in saving lives and improving outcomes for cardiac arrest victims.

Our dispatch center plays a pivotal role in providing instructions on how to perform CPR to callers who dial 911. Unfortunately, despite these efforts, only 9% of cardiac arrest cases have received bystander CPR. Our dispatch center has reported that caller hesitation often stems from a lack of training or confidence in performing CPR.

To address this issue comprehensively, we are initiating a program that focuses on increasing public awareness and proficiency in CPR. By providing education, training, and resources to our community members, we aim to empower them with the knowledge and skills needed to confidently perform CPR when a cardiac arrest occurs.

This multifaceted approach, which includes expanding AED availability and enhancing public CPR training, has the potential to significantly impact the survivability of cardiac arrest cases in our town. Through the concerted efforts of our community and emergency response system, we anticipate a substantial increase in the number of lives saved during critical cardiac events, ultimately leading to a safer and healthier community.

Program Description

The Safeguard Palm Beach AED Program will be made possible through a collaboration between the Palm Beach Police and Fire Foundation and Palm Beach Fire Rescue, with the objective of placing 500 AEDs (automated external defibrillators) throughout the town. These AEDs will be strategically placed in four key categories: private residences, multifamily housing (condominiums), public assembly areas, and outdoor gathering spots. This will be accomplished with the help of the Palm Beach Police and Fire Foundation who will negotiate a discounted price on AED's, as well as help market the program throughout the town.

Palm Beach Fire Rescue will conduct initial training sessions and provide ongoing refresher courses throughout the year. PBFR will maintain records of these AED units and will proactively notify private individuals or groups when replacement parts are required. At that time, we will offer assistance in replacing AED pads and batteries, and provide refresher training as necessary.



Market Analysis

The market analysis for AED distribution and placement in the Town of Palm Beach reveals a significant opportunity for expansion and increased accessibility to these life-saving devices. As of the present, there are a total of 95 condominiums in the area, with only 45 of them equipped with AEDs. This indicates that nearly half of the condominiums currently lack this critical emergency equipment.

Furthermore, we have identified 47 public assemblies in the Town of Palm Beach, and none of them have reported having AEDs available on their premises. This presents a clear gap in public access to AEDs in locations where large gatherings occur.

In addition, there are currently no public locations within the Town of Palm Beach that have AEDs readily accessible to the community, further underscoring the need for expansion and distribution. We have identified locations of immediate need being Lake Trail, Worth Avenue, Peruvian Ave, the north side of Royal Poinciana Way, Phips Ocean Park, and Midtown Beach.

While 22 AEDs are registered in private residences, the majority of AEDs (209) are situated in Town-owned buildings, Fire Rescue and Police Vehicles, and Lifeguard stands. Our goal is to significantly increase the total number of AEDs registered in our system to 500 within the next two years, aiming to bridge the existing gaps in AED accessibility across both public and private sectors.

This market analysis highlights the pressing need for the AED program's expansion and underscores the potential for growth and enhanced safety within the Town of Palm Beach.

10 Step Plan

1. PBFR will identify strategic locations throughout the town to deploy AED's.
2. The Town's Procurement and Contract Management will open a bid for 300 AED's.
3. Safeguard Palm Beach in conjunction with Palm Beach Fire Rescue will offer AED's to the public based on eligibility requirements to residents, schools, condominiums, and public assemblies.
4. Safeguard Palm Beach and PBFR will work with the town to place AED's in public areas.
5. PBFR will organize and conduct training programs for residents, businesses, schools, and community organizations in CPR and AED use.
6. Safeguard Palm Beach and PBFR will conduct campaigns to promote awareness on the locations and use of AED's
7. PBFR will maintain records of the AED's within the Town of Palm Beach, register them in the AED registry, and used with CAD integration through Pulse Point.
8. PBFR will notify recipients of AED's when the components (Batteries and Pads) are due for replacement.
9. PBFR will assist in the maintenance of these units and provide ongoing training to the AED owners.
10. PBFR will continue to analyze call outcomes to evaluate the effectiveness of the program.

